

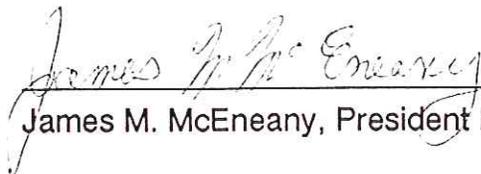
Master Plan for the Village of Thiensville, Wisconsin
1990-2010

Participants in the Master Planning Process

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The Village of Thiensville Plan Commission ("Commission") hereby enacts the following as its Master Plan ("Plan") for the Village of Thiensville, Wisconsin pursuant to Section 62.23(3) of the Wisconsin Statutes.

Adopted by the Thiensville Plan Commission this 12th day of March, 1991.


James M. McEneany, President Pro Tem

Attest:


John Treffert, Secretary

FOREWORD

Welcome to Thiensville's first adopted Master Plan.

This Plan was crafted by Plan Commissioners of vision, and is the culmination of their twenty month labor of foresight and imagination. They in turn had the invaluable assistance of the Village Administrator and her staff, a highly talented intern, and several committed citizens. The Village Board, Village employees, and other Commissions and Committees also deserve special credit for their support of this crucial project.

As you travel through the Plan, be prepared to see a picture of what Thiensville is today, and a vision of its potential for tomorrow.

Such a vision is critical, because no community can long survive or flourish without a vision of its tomorrow. Without question, the people of a community are indeed its life blood, but the community's vision is the essential body and soul which channel the flow of that life blood in a forward and productive manner. A community's vision is defined in its Master Plan, and that plan is created by the community's Plan Commission.

For many years, specific areas, problems or needs of our Village, which are normally addressed in a Master Plan, have been resolved by individual ordinances or other specific actions as circumstances required. Consultants were hired at certain points, and made studies and recommendations, with an eye toward an ultimate Master Plan. However, a final product was not forthcoming. The process was generally reactive and localized.

Recent Plan Commissions recognized that for Thiensville to survive the business, economic and social changes occurring in and around the Village, a comprehensive Master Plan was essential.

They first committed to the project of creating a full inventory of what our Village has, and then set about to visualize what our potential could be. With the financial support of the Village Board, an intern was hired to assist the inventorying first step.

Once the inventory was completed, the Plan Commissioners then began the heart of the process, examining potential visions, to locate that vision which best suited our Village. I hope you will agree with me that the vision chosen combines the best of what we have with the best of our future potential.

This Master Plan is a message: to our citizens and businesses, who we are and what we may become; to new business, developers, planners and future citizens, where we are heading. It is also a springboard for encouraging intelligent growth, and for a vital business district. In addition, it is a road map for the Village Board, and the Committees and Commissions of the Village, which allows them to weigh their actions against this vision.

Finally, this Plan is not concrete; rather, it is fluid and designed to breathe. In doing so, it will accommodate those surprises and unanticipated demands which the future surely holds. The Plan Commission periodically will monitor these events and adjust the Master Plan accordingly.

Please enjoy your journey through our Master Plan.

John V. Kitzke
Village President

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Acknowledgements:

The Village of Thiensville Plan Commission would like to thank the following people for their participation in the creation of this document: Mr. Roland Tonn of the Southeastern Wisconsin Regional Planning Commission, Mr. Don Miller of the Village of Thiensville, and Ms. Gerry Sherry and Ms. Betty Ban of the Village staff.

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I. MISSION STATEMENT

This Master Plan for the Village of Thiensville, Wisconsin is a vision for the next 20 years in the life of the community. During the 1990-2010 period, the Village intends to adopt and enforce policies which will insure its continuation as a vital, independent municipality, focused on the characteristics which have made it a desirable place to live for the past one and one-half centuries. Among these are the small town, historic flavor of Thiensville seen in the local architecture, as well as in the size and atmosphere of the Village.

Thiensville was incorporated as a Village in 1910. By actively guiding the changes and development in Thiensville over the next 20 years through its goals, policies, and recommended actions, this Master Plan can smoothly guide the Village through the end of its first century of incorporation, and set a healthy foundation for the next hundred years in the life of Thiensville.

Central to John Henry Thien's reason for choosing this location to settle and build a mill in the 1840s, and central to the hearts of those who live and work in Thiensville today is the Milwaukee River. Through the issues set forth in this Plan, the Village intends to focus on the river as the heart of Thiensville, and as a great resource and amenity to enjoy and protect.

II. MASTER PLAN INTRODUCTION

A. Introduction

Commission believes that Plan should illustrate what Thiensville is now, where it is heading, and finally, what it should become. Commission further believes that Plan must project the best and most intelligent use of property, now and in the future. To these ends, Commission has designed Plan to be a picture of Thiensville today and a blueprint and vision for Thiensville's tomorrows. In formulating Plan, Commission not only took into account the anticipated direction of the Village, but also the direction and growth of neighboring communities, such as the City of Mequon, which geographically surrounds Thiensville.

Central to Plan is the recognition that Thiensville offers a unique and distinct style of life to its residents and a unique opportunity to businesses. In great part, that is the result of the highly personalized service which the Village provides and which may not be available in a larger community setting. Those services include police, fire, public works, general office staff, counsel of a full-time Village Administrator, and a host of Board, Commission and Committee volunteers and part-time public servants. Plan therefore anticipates an independent Thiensville continually providing these personalized services.

The use of a property in the Village has sometimes been determined without planning. To insure that properties reach their full potential, it is incumbent that future uses arise as a result of planning and

long-range vision. Plan must see beyond the limits of present use: a building or lot which may be an ugly duckling of today must give way to the swan of its potential. Toward that end, Commission has formulated Plan to envision future property uses to promote that potential.

True of any design, Plan will be subject to adjustment and revision. Any blueprint must give way to updates and new ideas. So too has Commission designed Plan to accommodate those developments. Commission stands ready, willing and able then to react to changes and to revise Plan when circumstances dictate. Plan may reflect buildings of concrete, but Plan itself is not etched in that concrete, and will remain responsive to future shifts of Village direction. With this in mind, Commission presents this document as the 1990-2010 Master Plan for the Village of Thiensville.

B. Thiensville History, Geography, and Profile

The Village of Thiensville, Wisconsin comprises 1.25 square miles of land in the southeastern portion of Ozaukee County. It is located approximately 17 miles north of downtown Milwaukee, and is at the geographic center of the Thiensville-Mequon community.

Although the Village was officially incorporated in 1910, its settlement began in the 1840s as a community along the Milwaukee-Fort Howard (now Green Bay) trail. During the 1840s John Henry Thien' purchased all of the land which now comprises the Village from John Weston. Thien' built a mill on the river, which then attracted other settlers and their businesses. These new settlers found a beautiful site along the Milwaukee River to build their homes and establish their businesses. From here they had access to supplies from a large city to the south and a fort to the north.

While the center of Thiensville's early development was the mill, much of the Village's original buildings were residential. This remains evident today in the number of historic structures in the Village which are now or were originally residential units. While a commercial district has developed in the central downtown, the Village still remains primarily residential in character. Although small, this business district was and is important in that it served as the commercial center of the Thiensville-Mequon area for about 100 years (until the 1940s), and still serves area residents today to a lesser degree.

The Milwaukee River remains one of the focal points of the community, with the Village Park serving as the primary location in Thiensville from which to access the river. Additionally, the Village Park is one of only two remaining large publicly owned parcels of undeveloped land. The other is the detention pond at the northern edge of the Village, east of Green Bay Road.

The topography of Thiensville is relatively level, with the exception of a large hill west of Main Street, on which Kieker Road, Ellenbecker Road, and several other streets are laid. Because land along the Milwaukee River, the Pigeon Creek, and its tributaries slopes toward the waterways, many of the parcels of land on the south side of Riverview Drive, as well as many along Main Street, Green Bay Road, and Williamsburg Drive are within the floodways and/or 100 year floodplains of one or both waterways.

By 1990 Thiensville was almost completely developed. It has a predominantly suburban residential character, with the core of its business district centered along Main Street. It has a high quality of life created by well maintained homes, good area schools, access to parks and the outdoors, many mature trees, and an attractive historic, small town atmosphere.

It is the intention of the Village of Thiensville to use this Master Plan as a policy document serving to direct the growth, changes, and development in the Village over the next 20 years. Plan is set up to retain and enhance the desirable characteristics of Thiensville while working to improve other features.

III. LAND USE

A. Land Use in the Village of Thiensville

Central in importance to the Village of Thiensville both today and 20 years from now is the way in which land in the community is used. Because almost every parcel in the Village is developed, and because Thiensville is completely surrounded by the incorporated City of Mequon, land use issues will primarily focus on redevelopment rather than original development of property in the Village.

In order to develop a long-range plan for land use in Thiensville, current land uses had to be determined. For this purpose an existing land use map was created, which can be seen on Figure 1 (p. 6). This map shows how land is actually being used, and does not necessarily reflect how land is zoned according to the 1986 adopted zoning map. Therefore, a coordinated zoning map was developed, so that comparisons could be made between existing land uses and existing zoning. This map is presented on Figure 2 (p. 7).

Based on the information obtained from these maps, as well as discussions by Commission, certain areas of the Village were felt to be stable, and in satisfactory condition, while others were seen as areas which would benefit from specific development and redevelopment efforts. Again, a map was created to convey this graphically. Figure 3 (p. 8) presents four target areas which will be the focus of future redevelopment efforts. These target areas are primarily commercial, and extend along Main Street and Green Bay Road, as well as portions of side streets crossing these major thoroughfares.

B. Village Composition

The Village of Thiensville has remained relatively residential in character throughout its history. The 1.25 square mile community's present land use composition is over 87 percent residential, and about eight percent commercial. Of the parcels of land dedicated to residential use, over 85 percent contain single-family homes, and another nine percent contain smaller one- and two-family homes.

There are five areas in the Village in which all multi-family (non-duplex) residential development is located. The Laurel Lakes, Lake Bluff, Williamsburg, and Bonnywell apartment complexes contain

buildings with up to eight apartments in each, all of which are two stories in height. They are situated around Laurel Lake, the pond on Williamsburg Drive, and behind the Bonnywell shopping center, and are all west of Green Bay Road. The Laurel Lakes and Lake Bluff complexes are in the northwest corner of the Village, between Main Street and Green Bay Road. The Williamsburg Drive complex is bounded on the north by Freistadt Road, on the east by the railroad tracks, and on the west by the Village limits. The Bonnywell Apartments are on the west side of Green Bay Road, south of Freistadt Road.

The other two areas containing multi-family housing are more densely built apartment complexes on Grand Avenue, between Main Street and Green Bay Road, and on south Main Street, just north of the southern edge of the Village. These are the Grand Avenue School and River Garden Apartments, respectively.

The second largest user of land in Thiensville, business/commercial property, is concentrated along the Village's major thoroughfares -- Main Street, Green Bay Road, Freistadt Road, and to a lesser extent, Buntrock Avenue. These businesses are about 38 percent retail, and 35 percent other services. Thiensville contains no true manufacturing or other traditionally "heavy" commercial industries.

It is generally accepted that a community which desires to be self-sustaining should have at least 1 job for every 1.5 housing units. Thiensville presently meets this level. There are about 855 single-family homes, and 525 multi-family residences -- 1,380 housing units -- in the Village. There are currently approximately 1,104 people employed in Thiensville. This actually translates into a ratio of 1.25 housing units per job. While many of these jobs are part-time, it is still evident that the Village has a relatively good balance between numbers of households and businesses.

C. Comprehensive Zoning Plan

The Village Board last enacted a comprehensive zoning ordinance in 1986, which became effective in 1987. It is anticipated that the zoning ordinance will be reviewed on an ongoing basis by various Village committees and commissions while performing their standard functions, and that recommendations will be forthcoming from that process for the Village Board to effect appropriate changes.

Recognizing the need to periodically reevaluate the zoning plan, Commission has determined that the present zoning plan for the Village needs to be broadened to anticipate alternative potential land uses, particularly in the business district. This will accommodate and encourage the development of quality office buildings and quality living units, such as condominiums and other multi-family housing, in the downtown area. The recommended zoning changes (which are described below) will not involve rezoning any parcels. The recommended zoning map is, therefore, the existing zoning map, which can be seen in Figure 2 (p. 7).

Commission's recommended changes to the zoning ordinance are the following:

- Allow apartment buildings as permitted uses in two of the four target redevelopment areas -- Northern Downtown and S. Main St. West.

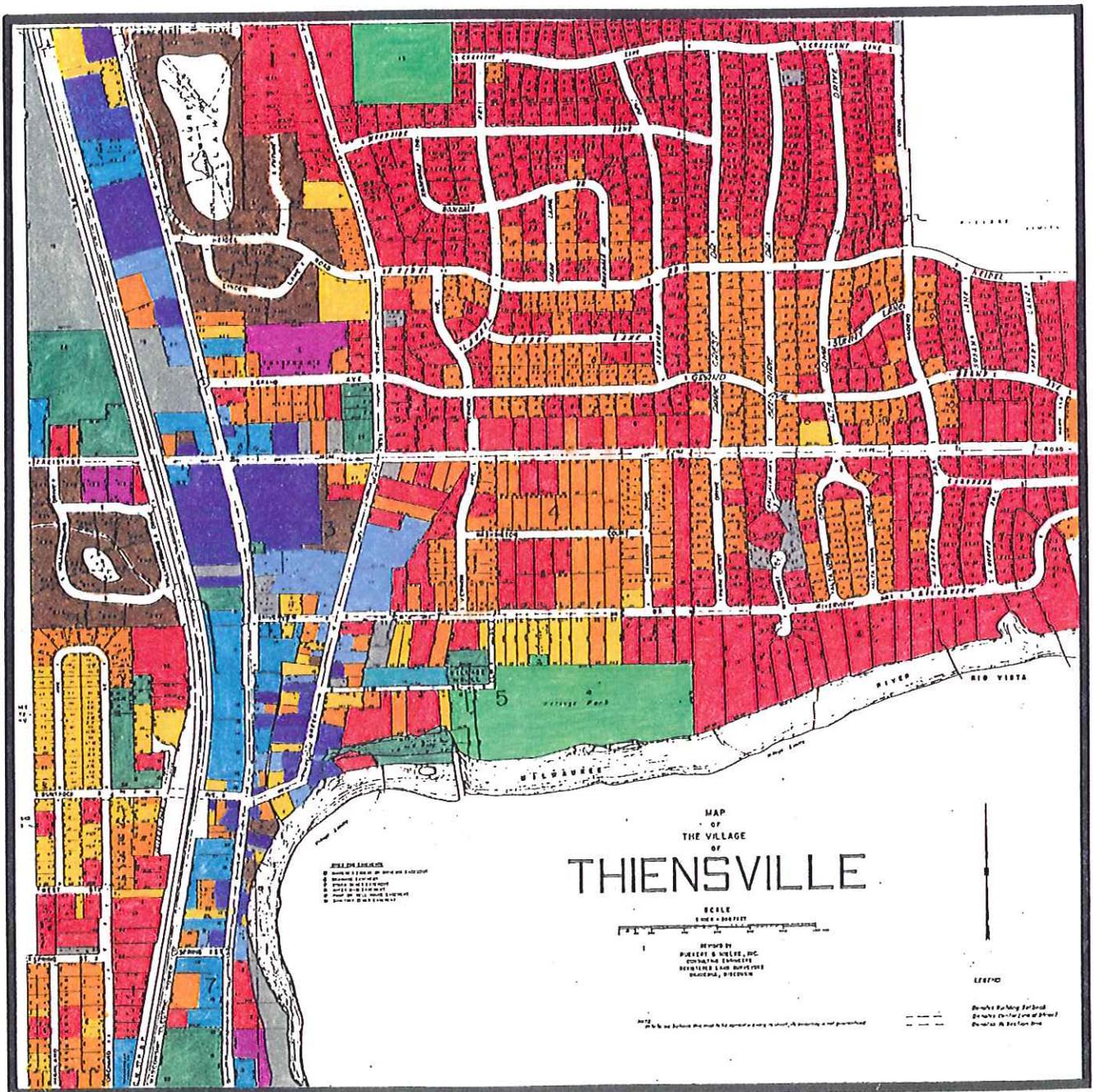
- Allow apartments to be located above businesses as conditional uses in all business districts.
- Decrease the density and lot size requirements in R-1 residential districts to create greater conformity. R-1 districts currently require 15,000 square foot lots at least 100 feet in width. Commission recommends that this zoning classification be changed to require 13,500 square foot lots which are a minimum of 95 feet wide.
- Similarly, R-2 districts should be changed to allow a higher rate of conformance. R-2 lots are currently required to be 9,000 square feet, and at least 75 feet wide. Commission's recommendation is that R-2 districts be changed to require 6,800 square foot lots which are a minimum of 60 feet wide.
- Although Commission does not currently recommend rezoning any properties, it does recommend that the Village remain receptive to rezoning requests as they occur, and leave the door open to rezoning, especially in the four redevelopment target areas.

D. Miscellaneous Present and Future Land Uses

Section 62.23(2) of the Wisconsin Statutes states that the general location, character, and extent of 23 items should be addressed in a community's Master Plan. However, five of these items do not exist in Thiensville presently, and are not expected to develop or be built here in the future. They are: roadways, viaducts, tunnels, pierhead and bulkhead lines, and voided districts and slum areas. Therefore, these items will not be addressed in this document.

1. Airports and Helipads

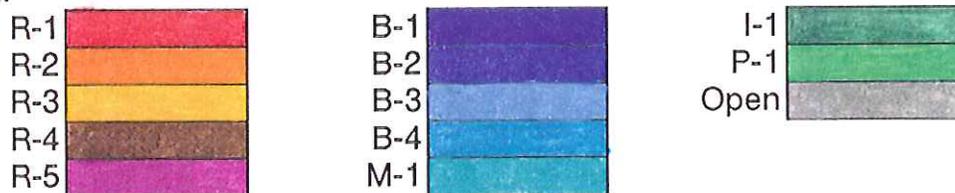
In addition to those five items, no airports or helipads exist in Thiensville currently. However, Commission does recognize the need to designate a site to accommodate flight for life or other emergency helicopter service. Therefore, Commission has designated the softball diamond in the Village Park as the site to land helicopters in emergency situations.

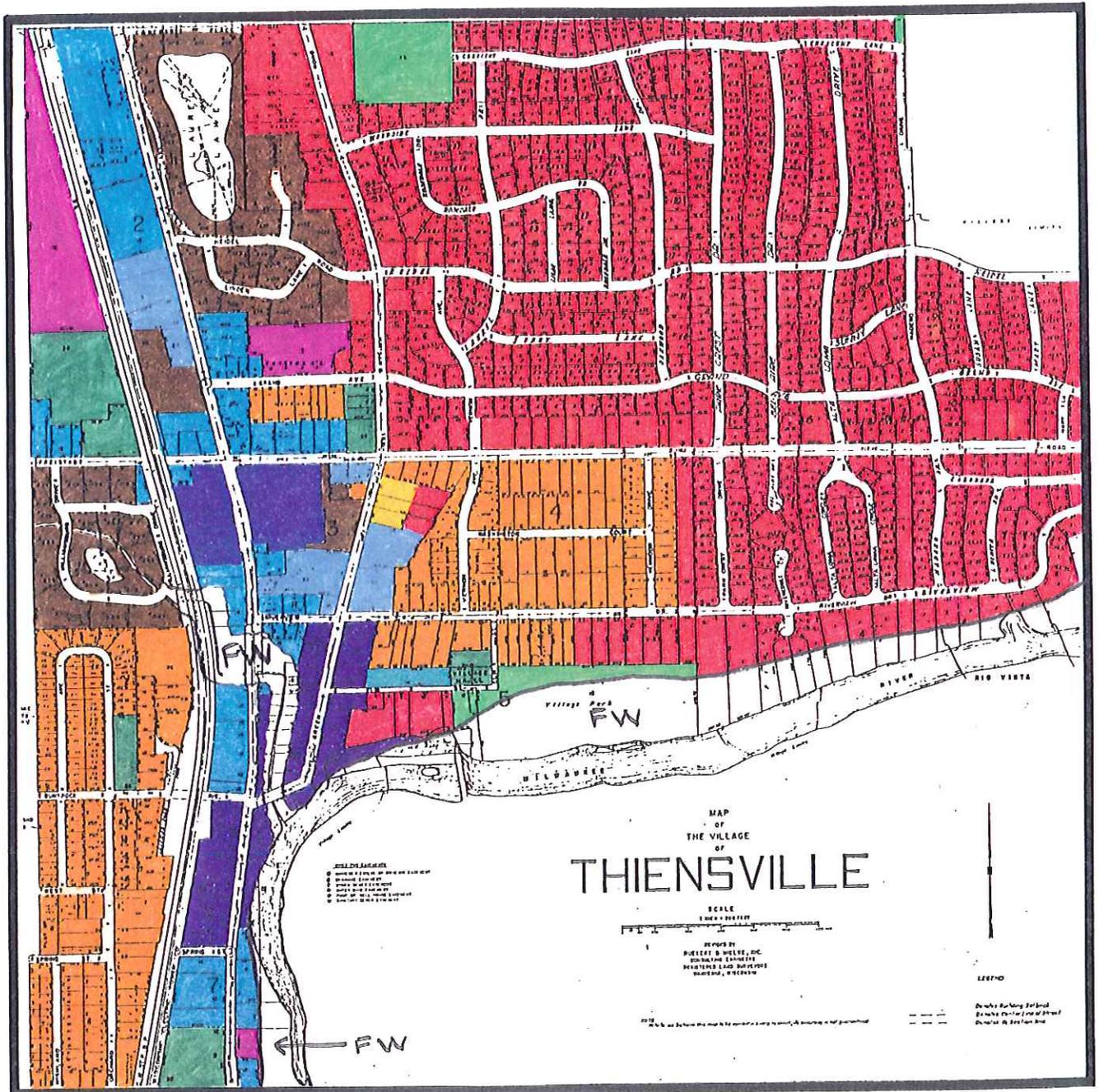


Village of Thiensville

Figure 1: Land Use in Thiensville, 1990

Legend:

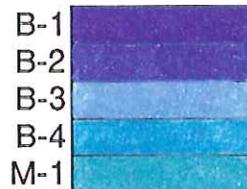
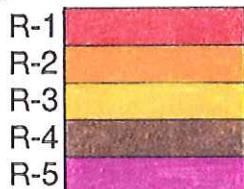


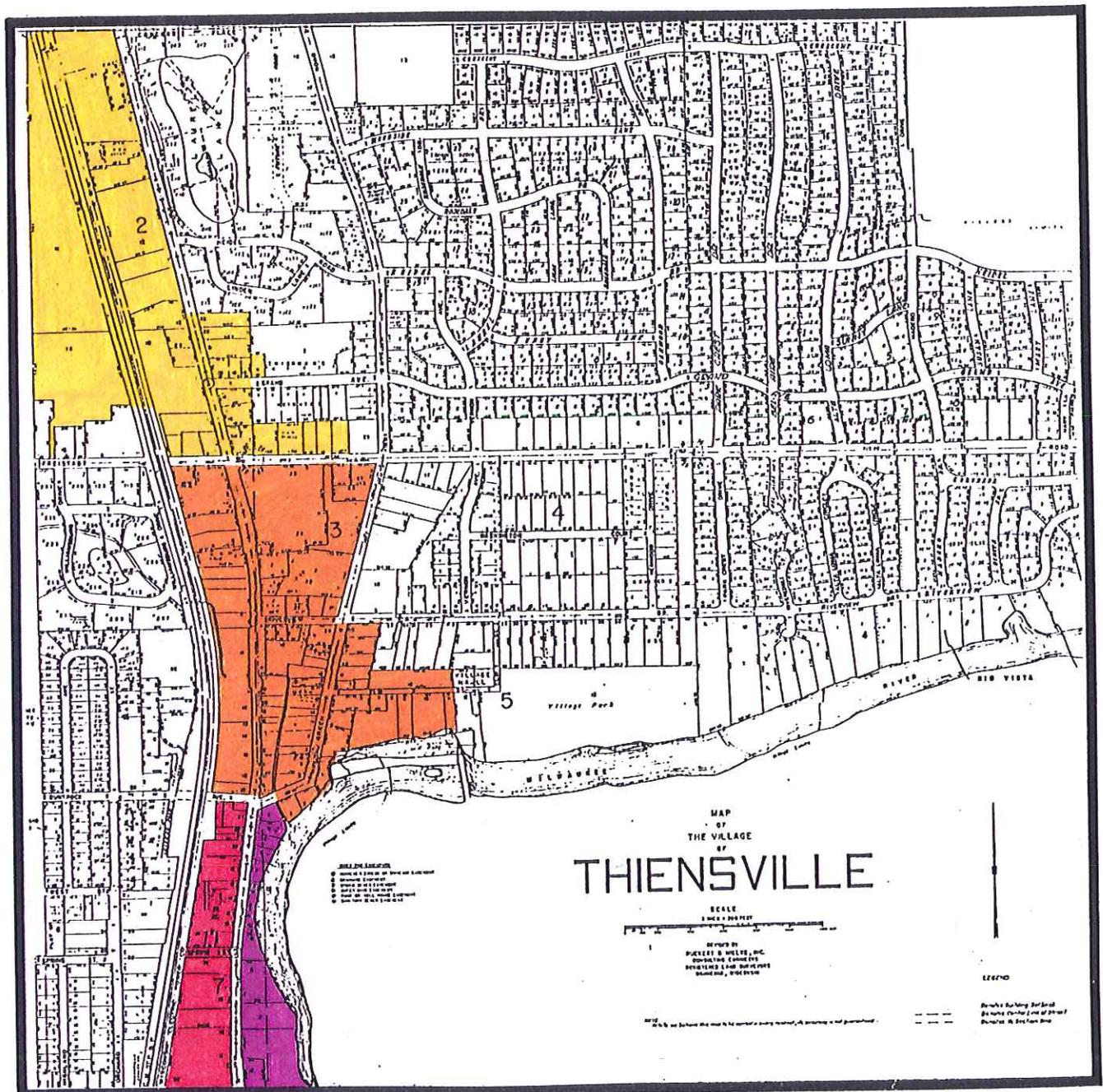


Village of Thiensville

Figure 2: 1986 Zoning Map

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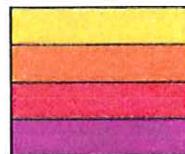


Village of Thiensville

Figure 3: Target Areas for Redevelopment

Legend:

- Area 1: Northern Downtown
- Area 2: Central Downtown
- Area 3: S. Main St. West
- Area 4: S. Main St. East - Riverfront



E. Goals, Policies, and Recommended Actions: Land Use

Thiensville's Land Use Goal is to be a community with single- and multi-family residential, commercial, and public land uses which complement and enhance one another.

Policies

1. Encourage the development of undeveloped land to be consistent with the surrounding land uses. This should be done while still maintaining a diversity of land uses.
2. Encourage development of the Village in such a way as to encourage pedestrian travel, and other traditional characteristics of a small town.
3. Maintain an open approach to downtown redevelopment by being prepared to approve alternative land uses.
4. Focus on the potential of river front properties, and how they may be enhanced, developed, or redeveloped.
5. Encourage the most productive uses of land within the floodways while maintaining the area's aesthetic quality.
6. Encourage the treatment of buildings and other structures in the floodways which will not hinder the flow of water or encourage the creek or river to flood.
7. Discourage the conversion of storefronts into residences.

Recommended Actions

1. The Village should acquire properties in the S. Main St. East - Riverfront district either all at once or one at a time as they become available, depending on which method is deemed most appropriate by the Village Board. The Village should rezone the land once it has acquired a sufficient number of parcels to convert the area to its desired future use (i.e. open space, additional parking, etc.).
2. Acquire land adjacent to Pigeon Creek, north of Green Bay Road, to be used as a public walkway along the creek.
3. The Village should be prepared to buy lots to be converted to open space in areas it has designated for future open space, such as the S. Main St. East - Riverfront district.

IV. ECONOMIC BASE

A. Thiensville's Economic Base

The ways in which land is used in a community affect it not only physically, but also economically. For this reason it is in the best interest of a community to direct land uses toward their highest and best use. Each type of land use -- single-family residential, multi-family residential, commercial, etc. -- has a different impact on the Village's economy. Although a building may still exist and be subject to property taxes, personal property tax revenues will be lost by the Village if a company goes out of business. As a result, revenues needed to continue old and implement new programs will decrease.

Because of the differing impacts that each land use type has on Village revenues, detailed analyses were made of the effects of each land use category on the Thiensville tax base. Table 1 (below) displays land use categories in their most specific form, as well as the portion of the tax base generated by each category. Table 2 (p. 11) presents similar information in a more condensed form. Both tables show that residential properties, especially low-density single-family residential, comprise the largest single land use category in the Village, and create the majority of Village revenues generated from property taxes.

Table 1

Portion of Tax Base Per Specific Land Use Type & Personal Property Tax Ranked in Descending Order of Importance to Tax Base

Revenue Designation	No. of Parcels Per Land Use	Total Tax Per Category	Average Tax Per Parcel	% of Total Tax Base	% of All Parcels
R-1	521.33	\$1,632,616.64	\$3,131.64	45.3%	49.9%
R-2	269.00	\$681,204.42	\$2,532.36	18.9%	25.7%
R-4	33.50	\$424,439.01	\$12,669.82	11.8%	3.2%
R-3	89.00	\$184,713.86	\$2,075.44	5.1%	8.5%
B-2	26.00	\$147,057.10	\$5,656.04	4.1%	2.5%
B-3	20.33	\$131,075.83	\$6,447.41	3.6%	1.9%
B-1	15.50	\$106,106.38	\$6,845.57	2.9%	1.5%
PP*	N.A.	\$91,595.03	N.A.	2.5%	N.A.
R-5	4.00	\$83,565.39	\$20,891.35	2.3%	0.4%
B-4	10.83	\$74,399.70	\$6,869.78	2.1%	1.0%
M-1	9.00	\$32,280.57	\$3,586.73	0.9%	0.9%
V-1	20.50	\$14,070.54	\$686.37	0.4%	2.0%
I-1	26.00	\$1,755.76	N.A.	0.0%	2.5%
Total**	1,045	\$3,604,883.49	\$3,449.78	100.0%	100.0%

* PP = Personal property taxes on businesses during 1989.

** The total also includes a sidewalk parcel taxed at \$3.27.

Table 2

**Portion of Tax Base Per General Land Use Type & Personal Property Tax
Ranked in Descending Order of Importance to Tax Base**

Revenue Designation	No. of Parcels Per Land Use	Total Tax Per Category	Average Tax Per Parcel	% of Total Tax Base	% of All Parcels
Residential	916.83	\$3,006,539.32	\$3,279.38	83.4%	87.7%
Business R*	81.66	\$490,919.58	\$6,011.75	13.6%	7.8%
Business PP*	N.A.	\$91,595.03	N.A.	2.5%	N.A.
Vacant/Open	20.50	\$14,070.54	\$686.37	0.4%	2.0%
Institutional	26.00	\$1,755.76	N.A.	0.0%	2.5%
Total**	1,045	\$3,604,883.49	\$3,449.78	100.0%	100.0%

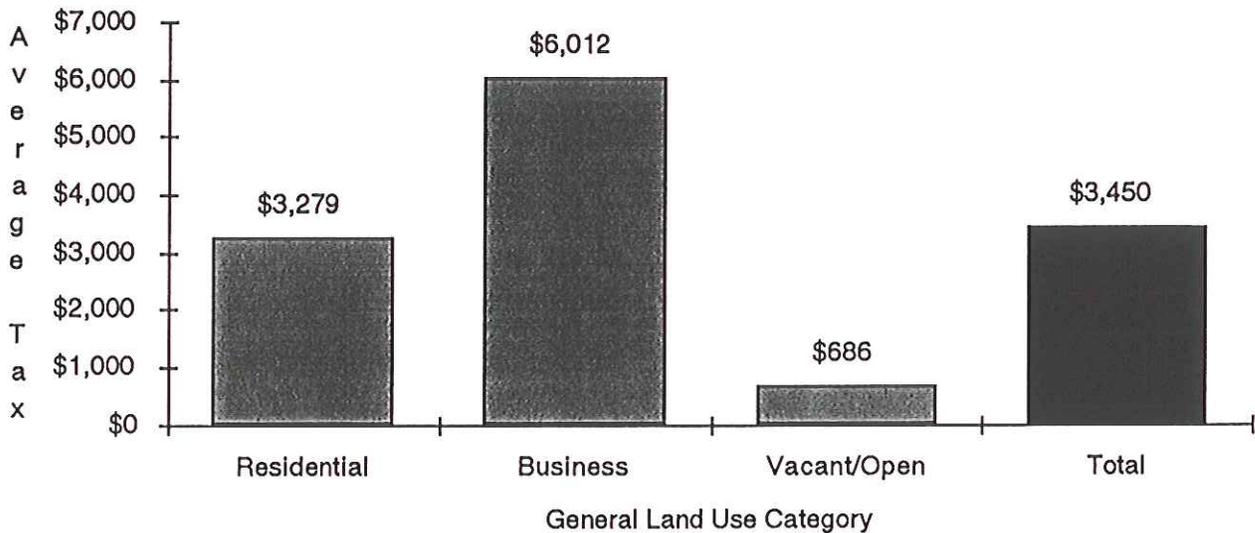
* Business R and Business PP designate real estate taxes on business properties and personal property taxes on businesses, respectively.

** The total also includes a sidewalk parcel taxed at \$3.27.

Figure 4 presents the average tax per parcel of land in the Village. It is interesting to note that while residential properties comprise the majority of land uses in the Village, businesses, on the whole, contribute much more per parcel to the tax base. Factors such as this will be taken into consideration when future land use recommendations are made.

Figure 4

**Average Tax Per Parcel of Land in Thiensville
By General Land Use Category, 1990**



Figures 5 (below) and 6 (p. 13) present pie charts showing the percentage of parcels in the Village used by each land use category, and the percentage of the tax base generated by the four major categories paying taxes (residential property taxes, commercial property taxes, undeveloped land property taxes, and personal property taxes on businesses).

Figure 5
Percentage of Parcels of Land in Thiensville
in Each Primary Land Use Category, 1990

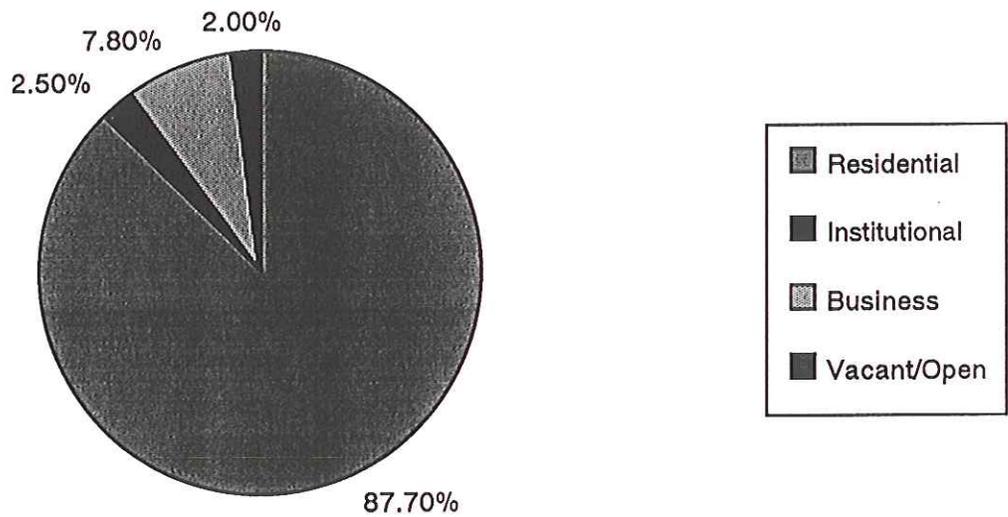
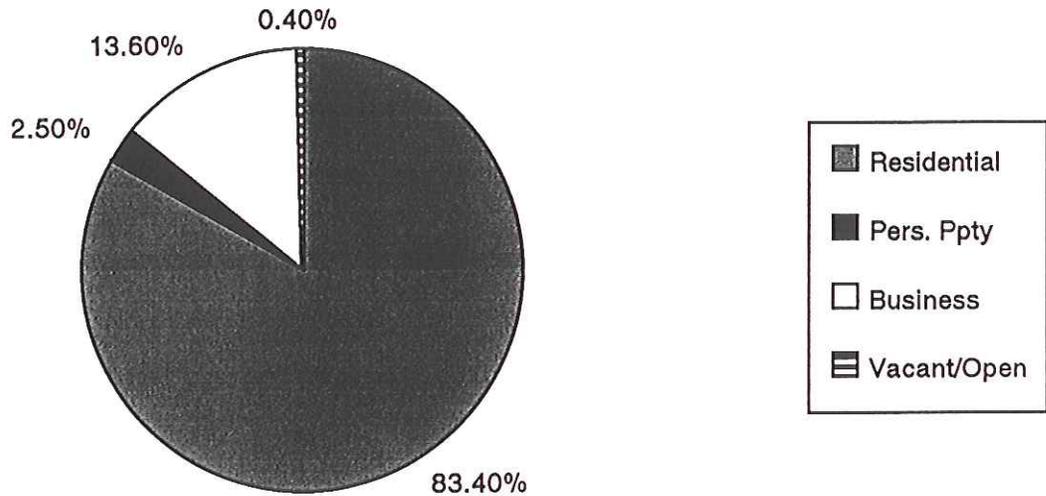


Figure 6
Percentage of Thiensville Tax Base
Generated by All Taxes on Primary Land Use Categories, 1990



B. Business District

The development of Thiensville began when John Henry Thien' built a mill on the Milwaukee River in the 1840s. Subsequent downtown businesses developed, and until well into this century Thiensville's business district served as the "downtown" of the entire Thiensville-Mequon area. Much of the commercial development in Mequon, especially along Port Washington Road, has occurred only in recent years.

As a result of recent development in Mequon, Thiensville's role as the area's center of commerce has been changing. Decisions about the present and future treatment of Thiensville's business district must recognize these changes and the district's new role in relation to other commercial development in the area.

Thiensville's business district, centered along Main Street, was significantly enhanced during the 1987 Main Street renovation project, and will be the focus of further redevelopment efforts through the 1990-2010 Master Plan. It is divided into four zoning districts. These include B-1 -- Central Business District, B-2 -- Shopping Center Business District, B-3 -- Office and Professional Business District, and B-4 -- Highway Business District.

As of 1990 Thiensville was home to 189 businesses -- primarily located downtown -- employing 1,104 part- and full-time employees. Over half of these jobs are in retail establishments, while another 19

percent are in service businesses. The number of businesses and jobs in the Village in 1990 are presented in Table 3 (below).

Table 3
Portion of Businesses and Employment in Thiensville
in Each Major Industrial Sector, 1990

Sector	1990 Employment	1990 Businesses	Portion of Total Emp.	Portion of All Businesses	Employees/ Business
Agriculture	***	1	N.A.	1%	N.A.
Mining	0	0	0%	0%	0
Construction	19	6	2%	3%	3
Manufacturing	17	4	2%	2%	4
Trans./Util.*	51	3	5%	2%	17
Wholesale Trade	62	19	6%	10%	3
Retail Trade	577	71	52%	38%	8
F.I.R.E.**	94	17	9%	9%	6
Services	208	67	19%	35%	3
Public Admin.	56	1	5%	1%	56
Total	1,104	189	100%	100%	6

* Includes transportation and public utilities.

** Includes finance, insurance, and real estate.

*** Due to confidentiality requirements, employment cannot be reported for private industries in which fewer than three establishments exist in the reporting area.

A number of public and private organizations have been created over the years to work with and promote Thiensville's business district. Among these are the Thiensville Business Association (TBA), and the Mequon-Thiensville Chamber of Commerce. More recently the Village has established an Economic Development Commission (EDC) comprised of representatives from the community. Additionally, a private, non-profit organization -- the Thiensville Development Corporation (TDC) -- has been established to assist the Village's business community. Many or all of these local organizations will play a role in redevelopment efforts focused on Thiensville's downtown business district.

C. Downtown Redevelopment

Although Thiensville is predominantly residential in character, the Village houses a substantial number of businesses, and desires to encourage their continued growth and success. By balancing residential and commercial development, the Village can achieve a beneficial ratio of residential to revenue producing properties. Such properties are essential to the stability of Thiensville's economic

base. Figure 3 (p. 8) presents the boundaries of the four areas which will be targeted for downtown redevelopment efforts between 1990 and 2010.

Area 1 (Northern Downtown), located in the northwest corner of the Village, contains 38 parcels of land, about half of which are residential, and the other half commercial. This area contains the two largest privately owned undeveloped parcels in Thiensville. It is bisected by the north-south railroad tracks. Many of the properties in this area hold mixed use structures containing businesses and residential spaces.

Commission believes that the Village should be receptive to the addition of multi-family residential development in Northern Downtown. However, future office development in this area would also be appropriate and acceptable. Additionally, Commission believes that the Village will be receptive to the possibility of selling the large undeveloped parcel of land located north of the Post Office.

The second area, Central Downtown Thiensville, could be described as the heart of the Village. Both Main Street and Green Bay Road pass through this area, which is bounded on the north by Freistadt Road, and on the south by Buntrock Avenue and Green Bay Road. It contains 69 parcels of which about 26 are residential, 36 are commercial, three are institutional, and just over three are undeveloped. A large portion of this area falls within the Pigeon Creek floodway. Many of Thiensville's historic structures including 20 buildings constructed before 1900, and five built between 1900 and 1920 are located in Central Downtown. The Village currently owns a parcel of land in this area on the west side of Main Street. Commission believes that the Village should be receptive to selling this land for development should the demand arise.

Central Downtown will remain the core of the Village's commercial district, and the Village is committed to take whatever steps are necessary to maintain Central Downtown as a viable, thriving business area. Commission believes that this can be achieved through the development of public-private partnerships to strengthen area businesses and attract new businesses to available space in the district.

The third and fourth regions targeted for redevelopment, S. Main St. West and S. Main St. East - Riverfront, encompass the southern portion of the Village south of Buntrock and east of the railroad tracks. These densely developed areas contain a total of 34 parcels of land. Thirteen of these are residential, about 18 are commercial, one is institutional, and one is open. S. Main St. East - Riverfront contains the oldest building in the Village. S. Main St. West and S. Main St. East - Riverfront together contain eight other buildings constructed before the turn of the century. These areas are partially in the Milwaukee River floodway, and about 50 percent within the river's 100 year floodplain. However, S. Main St. East - Riverfront is much more sensitive to fluctuations in the Milwaukee River's level than is S. Main St. West.

Commission believes that the S. Main St. West district would be a prime candidate for the addition of multi-family housing development, especially if land in S. Main St. East - Riverfront is opened up as a park, allowing the housing units views of the Milwaukee River. The S. Main St. West area would also be a desirable location for future professional/commercial development.

S. Main St. East - Riverfront is to be the focal point of some of the most dramatic redevelopment in the Village. Commission has the vision of acquiring properties in this district as they become available, and converting some parcels into park space, while maintaining other businesses, and providing additional parking for those businesses that remain in the district. However, the Village will not rezone properties in this district to P1 (park), but rather desires to work with property owners in the area to create a smooth transition from current land uses to a district containing businesses, more parking, and more open space in the future.

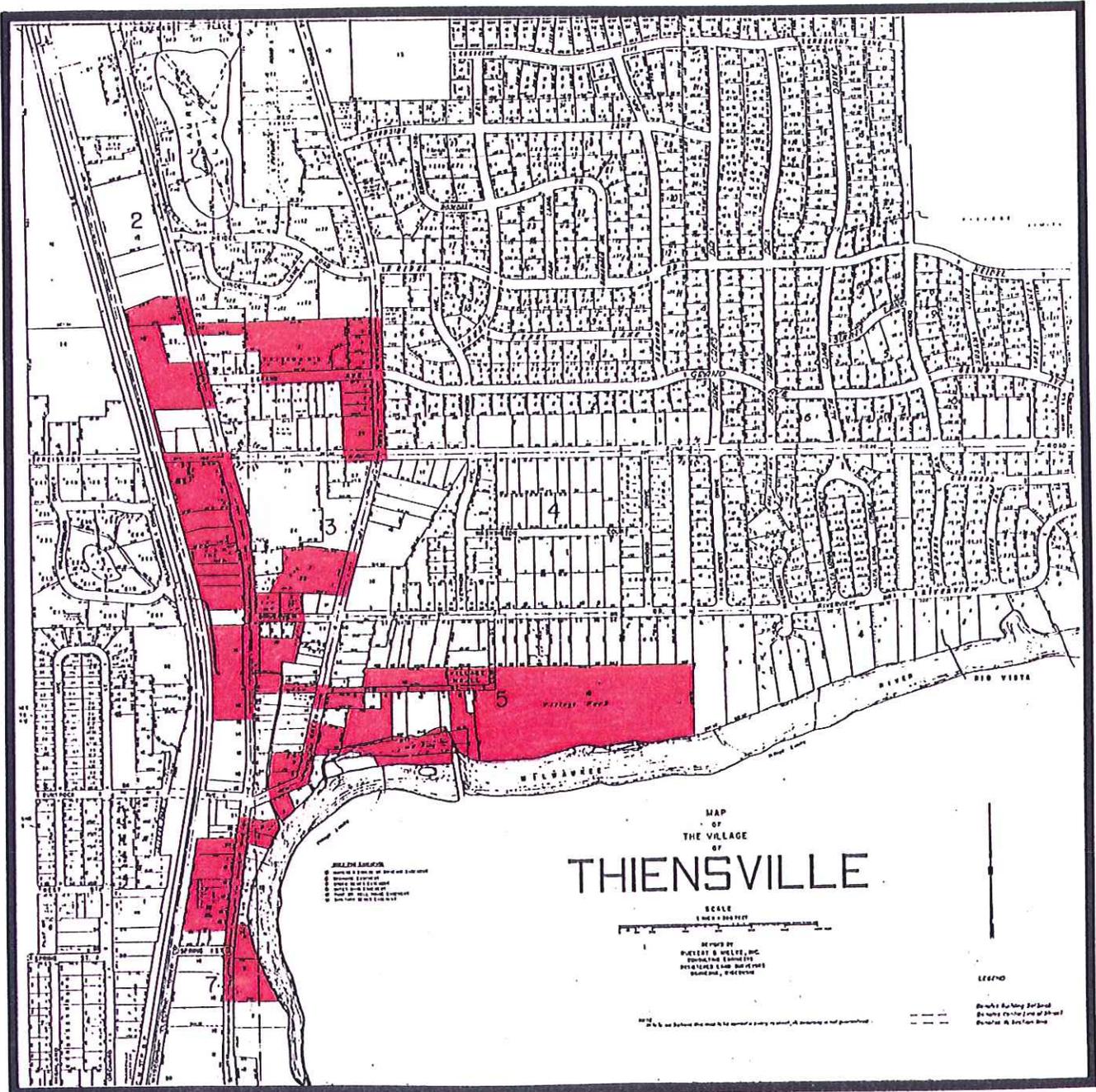
In the same manner, the Village would like to acquire land bordering the Pigeon Creek, north of Green Bay Road, to be used as a public walkway. As of early 1991 the Village's Economic Development Commission was investigating this option.

As stated previously, economic development efforts in the four target areas will primarily take the form of redevelopment, as nearly all parcels already contain some form of improvement. In addition to the four target areas, Commission believes that the Village should be receptive to the possibility of selling the land at the northern edge of the Village containing the detention pond. This parcel could then be developed in a variety of ways.

D. TIF District

Tax Increment Financing (TIF) is a local government program which allows cities and villages such as Thiensville to finance public improvements. These improvements will be used to help eliminate blight, improve areas in need of rehabilitation or conservation, or promote industrial development in a certain defined area known as a Tax Increment District (TID). TIF works on the principle that new private development creates higher property values. The increased tax revenue (that portion of tax revenue attributable to the new development) is allocated to a specific tax increment fund.

When Thiensville's official TID was adopted in 1986, regulations stated that the value of property within the district, combined with any existing TIDs, could not exceed five percent of the municipality's total equalized value. However, the maximum has since been raised to seven percent of the Village's equalized value. Therefore, the Village of Thiensville could choose to add properties totaling two percent of the Village's equalized value to the existing TID, or a second TID of parcels with a combined value of two percent of the Village's equalized value could be established. Thiensville's existing TIF district is displayed on Figure 7 (p. 17).



Village of Thiensville

Figure 7: Existing TIF District

Legend:

Existing TIF District



E. Goals, Policies, and Recommended Actions: Economic Base

Thiensville's **Economic Base Goal** is to be a community with a healthy, thriving business district which is complemented by an attractive, well maintained housing stock.

Policies

1. Encourage and enhance economic development of the business community.
2. Encourage redevelopment in the Village's business district.
3. Maintain a broad receptivity to developers.
4. The business district should not become an "alley" of strip shopping.
5. The Village should maintain a responsive attitude and an open mind toward innovations in the business district such as converting some uses to multi-family, and including office space in the district.
6. The Village should acknowledge that there are major commercial areas to the north and south of Thiensville, and that shopping in the Village may benefit from focusing on service to the local area, and the enhancement of convenience shopping.
7. Encourage the business community to be sensitive to the needs of the Village, and vice versa.

Recommended Actions

1. Village leaders should develop a promotional campaign for the four redevelopment target areas.
2. Create a willingness on the part of the Village to enter into partnerships with local organizations such as the Thiensville Business Association and the Chamber of Commerce for the purpose of downtown redevelopment.
3. Improve the business district through an aggressive public relations campaign focused on downtown Thiensville.

V. HOUSING

A. Housing Inventory & Affordability

As discussed in the section on the composition of the Village (Section III. B., p. 3), Thiensville is primarily composed of single-family residences, although the Village also contains duplexes, and low- and medium-density apartment buildings.

Residential properties generate over 83 percent of the Village's tax base, occupy over 87 percent of the parcels of land in Thiensville, and are the dominant land use in the Village east of Green Bay Road, and in the southwestern corner of Thiensville, south of Freistadt Road and west of the railroad tracks. Other residential properties are scattered throughout the Village, with many located north of Freistadt Road between Main Street and Green Bay Road.

Thiensville contains a variety of single-family homes, which are diverse in size as well as value, and are therefore accessible to a wide range of people. This sets Thiensville apart from many other more newly developed areas, in which most homes are relatively expensive, and only affordable to a limited segment of the population. In 1989 the market value of single-family homes in Thiensville varied between a high of approximately \$245,000 and a low of about \$40,000. However, the average home in an R-1 district had a value of \$113,000, \$91,000 in R-2 districts, and \$75,000 in R-3 districts. This diversity in housing values is an asset to Thiensville, as it allows for a heterogeneous population in terms of age, family structure, and income.

In addition to approximately 855 single-family homes, there are 525 multi-family residences in Thiensville. Forty-eight of these units are duplexes (24 buildings), 385 are units within the R-4 zoning district of low-density apartments, and 92 units are within the R-5 zoning district -- the highest density permitted in the Village. Most of the duplexes are located in areas containing single-family homes, and many look identical to single-family homes from the outside. The 385 apartments in R-4 districts -- Laurel Lakes, Lake Bluff, Williamsburg, those on west Freistadt Road, and the Bonnywell Apartments are all two story buildings containing six to eight units. The 92 apartments in R-5 districts are located in the old Grand Avenue School (originally called the Thiensville State Grade School), and on south Main Street in the River Garden Apartments. All apartments in the Village (excluding duplexes) are one- or two-bedroom units, and rented for between \$500 and \$750 per month in 1990.

Little land is still available for residential development. Homes that have been constructed in recent years are predominantly at the high end of the Village's range in terms of size and value. It is the desire of the Village to encourage the future development of multi-family housing to be high quality apartments and condominiums. Consequently, the maintenance of less expensive single-family homes in Thiensville is essential to the goal of continuing to provide affordable housing to a diverse population.

B. Goals, Policies, and Recommended Actions: Housing

Thiensville's **Housing Goal** is to be a community in which the housing stock is well maintained, an adequate supply of single- and multi-family housing exists, and the broad range of housing values which currently exists is maintained.

Policies

1. Provide additional multi-family housing to sufficiently meet local demand.
2. Provide additional high quality multi-family housing in the form of apartments and condominiums.

Recommended Actions

1. Permit the development of high quality multi-family housing in two portions of the business district -- Northern Downtown and S. Main St. West.
2. Direct other future multi-family housing to the region surrounding Laurel Lake.
3. Maintain the existing diversity of single-family zoning to continue providing a range of housing types which are affordable to all members of the community.

VI. TRANSPORTATION

A. Freeways

There are no freeways passing through the Village, and Commission does not contemplate that any will do so in the foreseeable future. However, the Village is quickly accessible from Interstate Highway 43 and various other primary thoroughfares and highways to and from major population centers including Milwaukee, Sheboygan, Green Bay, Madison, and Chicago.

B. Highways

The locations of highways in the Village are shown on Figure 8 (p. 22). They are two: Main Street and Freistadt Road. Main Street, a state highway, (also known at points inside and outside the Village as Highway 57, Cedarburg Road, and Green Bay Avenue) runs roughly north - south through the Village and was completely renovated and rejuvenated in 1987. It is a beautiful street with the promise of convenient, safe and fluid transportation well into the twenty-first century. The Village is interested in the continuance of Main Street as State Highway 57 north of the Village at least as far as Pioneer Road in the City of Mequon.

The second highway in Thiensville, Freistadt Road, runs roughly east - west through the Village. East Freistadt Road, at times a county highway, also underwent major renovation in 1986 and promises many years of productive transportation.

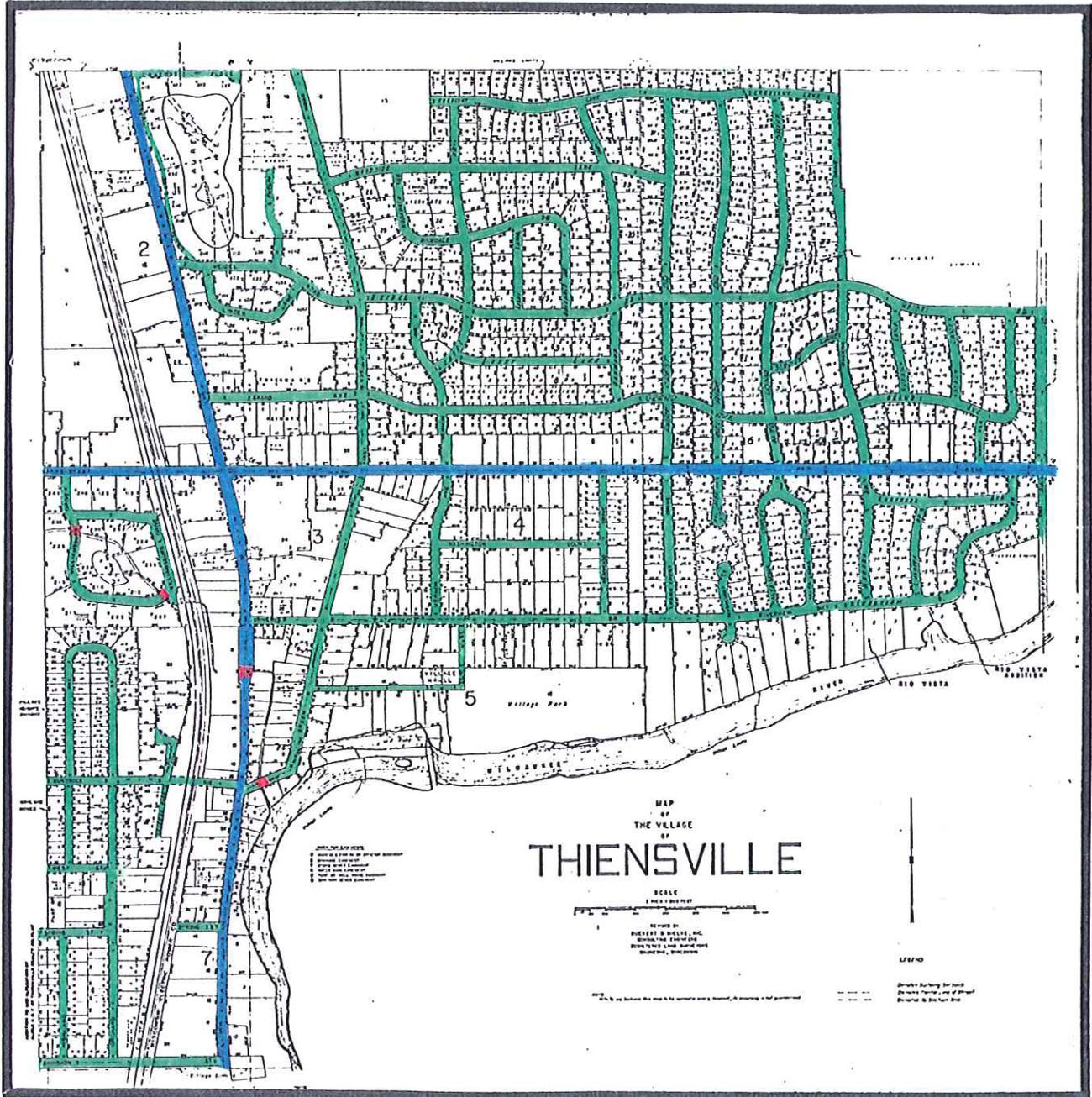
C. Streets

The locations of Village streets are shown on Figure 8 (p. 22). Additional streets may be necessary depending on future development demands. The Village has developed a schedule of infrastructure improvements over the future years which includes major and minor repairs and replacements of those streets which warrant attention presently and will require work in the near and distant future.

D. Bridges

The general locations of the four Village bridges are shown on Figure 8 (p. 22). The bridge on Main Street was renovated along with that street in 1987, and no other short- or long-term changes are contemplated for it. The bridge on Green Bay Road just south of Main Street is scheduled for major renovation in 1991 and is a gateway to a very distinctive and historic portion of the Village.

There are no immediate plans for reconstruction or major repairs of the other bridges in Thiensville, although some repairs may be necessary. Future long-range reconstruction or renovation will be addressed within the Village long-range infrastructure program which the Village Board is addressing.



Village of Thiensville

Figure 8: Highways, Streets, and Bridges in Thiensville

Legend:

- Highways
- Streets
- Bridges

E. Walks

The general locations of all Village walks are shown in Figure 9 (p. 24). Although no future replacements are planned, some walks are currently in need of repair. It is anticipated that needed repairs will be completed within the next year and that future repairs will be made as conditions require.

In addition to sidewalks in the Village, a recreational walkway exists along the Wisconsin Electric Power Company right-of-way. This walkway is expected to be maintained for use by area residents into the future. It is also used as a bike path, and is described more completely in that section (VI. G., below).

F. Routes for Railroads and Buses

There is one railroad track running through the Village as shown on Figure 10 (p. 25). No immediate or long-term changes are anticipated to this rail path and no additional train service or tracks are anticipated in the short-term.

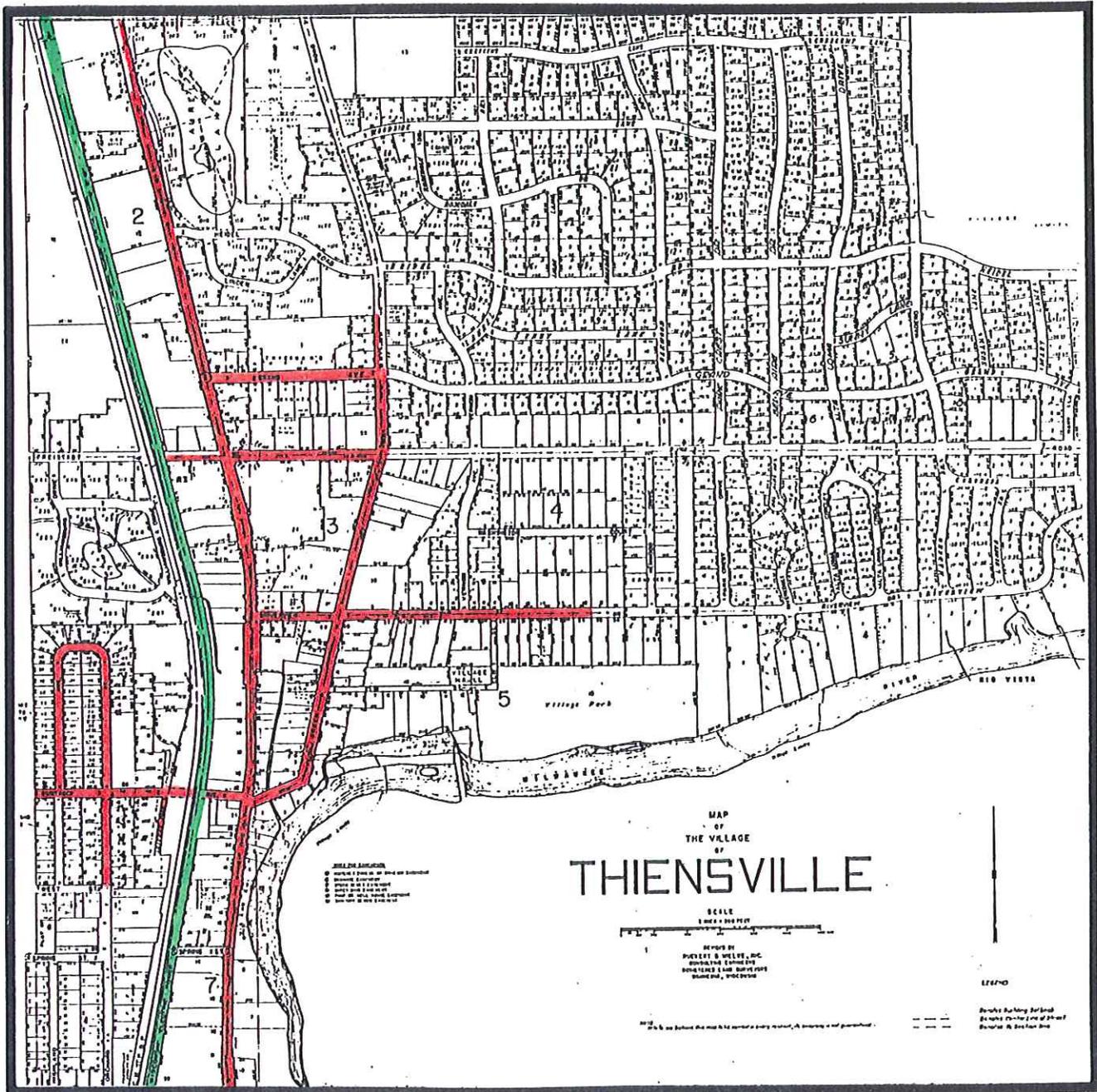
However, the Village of Thiensville anticipates becoming part of a regional mass transit system in the future. The Southeastern Wisconsin Regional Planning Commission's (SEWRPC) adopted Year 2000 Regional Transportation System Plan calls for a busroute through the Village along Main Street. This route will extend north to the City of Port Washington and south into the City of Milwaukee. Parking and transit stations will be provided at the Milwaukee Area Technical College on Highland Avenue in Mequon, and at the intersection of Mequon and Port Washington Roads. The Village anticipates designating an additional park-and-ride station in Thiensville in the future.

Although SEWRPC's plan does not provide for light rail service to be extended into Ozaukee County, the Village of Thiensville would like to be serviced by a light rail system, and to serve as a stopping point for an area-wide light rail line. The station would be located either at the sanitary district area or the lot on the north side of Buntrock, just west of the railroad tracks. The Village intends to participate in regional planning for such a system to be developed. SEWRPC's plan is presented in Figure 11 (p. 26).

In addition to serving commuters through these two area transit stations, Commission anticipates that transportation needs within the next decade dictate that official local busroutes and stops be set in place in the Village now. Consequently, Commission will recommend formal adoption of the route and stops on Figure 10 (p. 25).

G. Bike Paths

In July of 1988 the Village of Thiensville entered into an agreement with the Wisconsin Electric Power Company to use their power line right-of-way for a bicycle/hiking/cross-country ski trail. The contract was a five year agreement commencing from the date on which operation of the trail began. This occurred during the Summer of 1988. The path extends through the entire length of the Village, and is part of Mequon's Park and Open Space Plan for the year 2000. No additional bike paths are anticipated at this time. However, Commission will be receptive to creating more paths in the future as interest arises.



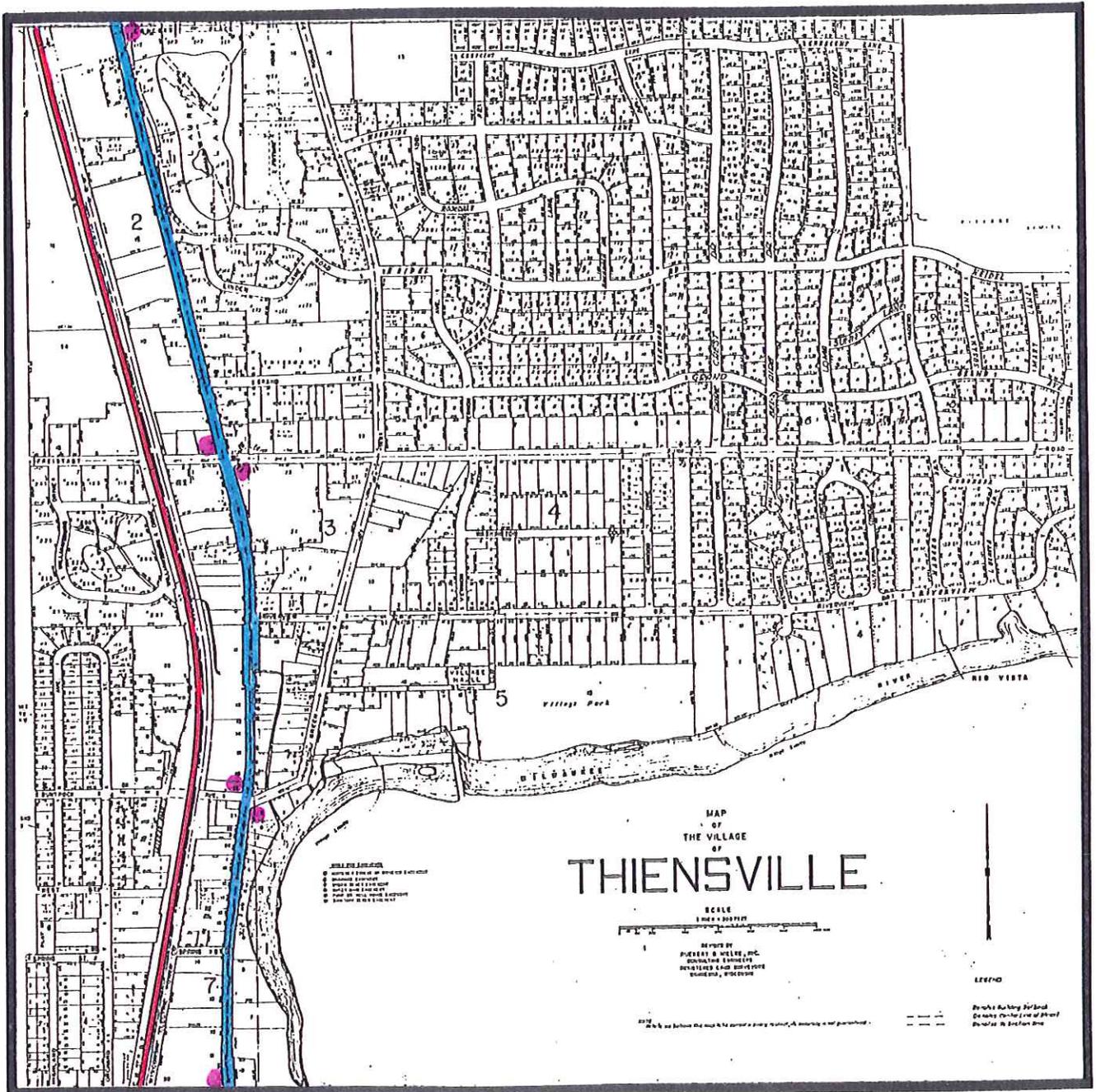
Village of Thiensville

Figure 9: Walks and Bike Paths in Thiensville

Legend:

Walks 

Bike Paths 



Village of Thiensville

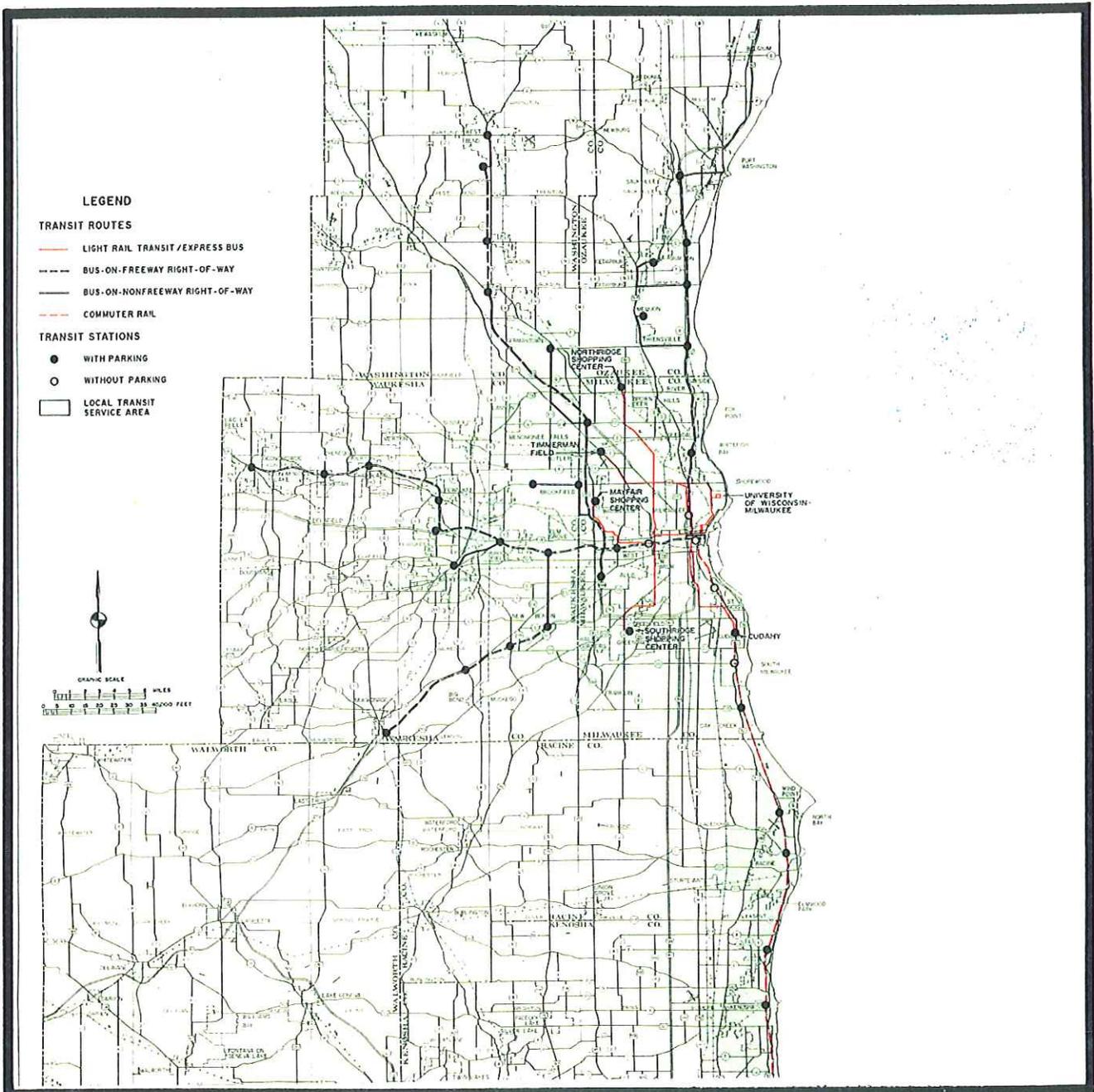
Figure 10: Routes for Railroads and Buses in Thiensville

Legend:

Railroad Route 

Bus Route 

Bus Stops 



Village of Thiensville

Figure 11: The Southeastern Wisconsin Regional Planning Commission's Adopted Year 2000 Regional Transportation System Plan

H. Goals, Policies, and Recommended Actions: Transportation

Thiensville's **Transportation Goal** is to be a community which is served by a regional mass transit system of buses and light rail lines.

Policies

1. Become part of a regional mass transit system including buses and light rail service.
2. Connect Thiensville to other communities in the four county Milwaukee metropolitan area through a regional mass transportation system.
3. Encourage a regional approach to providing an adequate transportation network in and around Thiensville.
4. Develop and maintain an active role in regional transportation planning.

Recommended Actions

1. The existing streets and traffic ways in Thiensville are well suited for a public transit system. However, the Village must be prepared to provide busshelters and waiting areas at designated busstops in the Village as the need arises.
2. Work with the Southeastern Wisconsin Regional Planning Commission and other municipalities to insure that Thiensville is adequately served by a regional busand/or light rail system.

VII. POPULATION

A. Demographics

According to reports by the U.S. Bureau of the Census, the 1990 Thiensville population was 3,292. This represents 108 residents more than SEWRPC projected for 1989, but was still a decrease of 1.5 percent from the Village's 1980 population.

While the remainder of Ozaukee County has continued to increase in population over the last several decades, Thiensville, primarily because it is almost completely developed, has remained about the same size since 1970. During the last two decades the Village has housed between 3,000 and 3,400 residents. While components of the population may change in the future (i.e., families with young children moving in, or many retired people moving to Thiensville) the overall number of residents is not expected to change significantly.

Table 4

Thiensville, Mequon, and Ozaukee County Population Trends, 1910 to 1990

Year	Population			Population % Change by Decade			Thiensville Population as a % of Ozaukee Co's.
	Thiensville	Mequon	Ozaukee Co.	Thiensville	Mequon	Ozaukee Co.	
1910	289	2,610	17,123	—	—	—	—
1920	334	2,408	16,335	15.6%	-7.7%	-4.6%	2.0%
1930	500	2,681	17,394	49.7%	11.3%	6.5%	2.9%
1940	645	3,068	18,985	29.0%	14.4%	9.1%	3.4%
1950	897	4,065	23,361	39.1%	32.5%	23.0%	3.8%
1960	2,507	8,543	38,441	179.5%	110.2%	64.6%	6.5%
1970	3,182	12,150	54,461	26.9%	42.2%	41.7%	5.8%
1980	3,341	16,193	66,981	5.0%	33.3%	23.0%	5.0%
1990	3,292	18,833	72,995	-1.5%	16.3%	9.0%	4.5%

Sources: U.S. Bureau of the Census and SEWRPC.

The population and percent change in population by decade in Thiensville, Mequon, and Ozaukee County have been documented in Table 4 (above), from 1910 to 1990. The composition of the Village's population in 1980 is presented in Table 5 (on the following page). Figure 12 (p. 30) graphically presents the percentage changes in Thiensville, Mequon, and Ozaukee County population by decade between 1910 and 1990.

Table 5

Composition of the 1980 Population of Thiensville

Thiensville Population Category	Total	Percent of Total
Total 1980 Residents	3,341	100.00%
Male	1,601	47.92%
Female	1,740	52.08%
Caucasian Population	3,323	99.46%
Minority Population	18	0.54%
Families	1,000	100.00%
Year Round Households	1,300	96.87%
Total No. of Households	1,342	100.00%

Source: U.S. Bureau of the Census, 1980.

Data on specific age groups, or cohorts, are very useful to have when projecting future population trends in a given area. As was previously discussed, the size of the population in Thiensville is not expected to change significantly in the future. However, age distributions are likely to change over time. Table 6 presents 1980 data on population age cohorts in the Village of Thiensville.

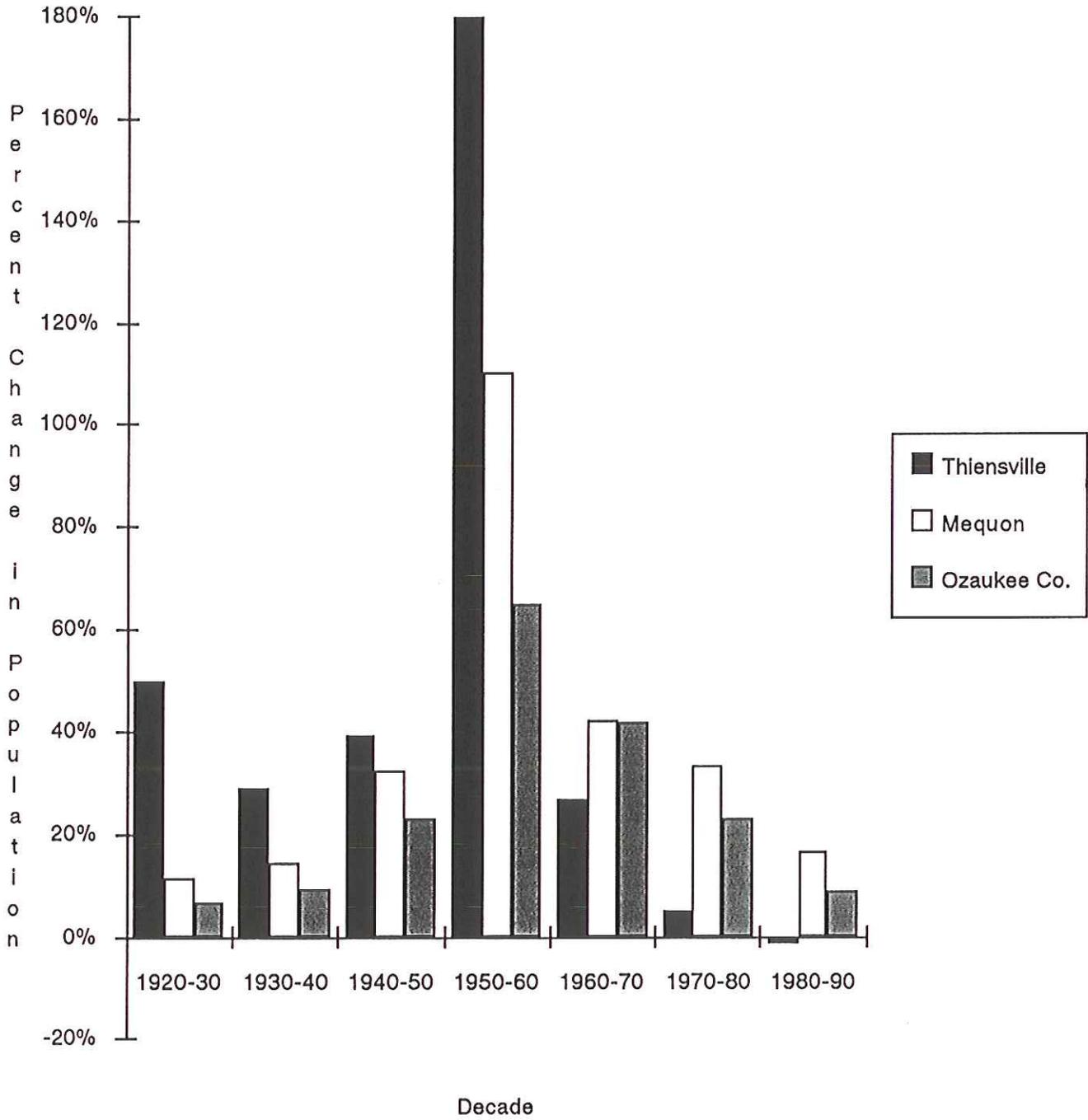
Table 6

1980 Thiensville Population by Age and Sex Cohort

Age	% of Male		% of Female	
	Male	Population	Female	Population
0-4	85	5.3%	64	3.7%
5-17	290	18.1%	291	16.7%
18-44	552	34.5%	565	32.5%
45-54	240	15.0%	264	15.2%
55-64	217	13.6%	244	14.0%
65+	217	13.6%	312	17.9%
Total	1,601	100.0%	1,740	100.0%
Median Age	38.0		42.4	

Source: U.S. Bureau of the Census, 1980.

Figure 12: Percentage Changes in Thiensville, Mequon, and Ozaukee County Population by Decade, 1910-1990



VIII. COMMUNITY RESOURCES AND PUBLIC FACILITIES

A. Water

Water is currently provided by individual wells and seven community wells which are shown on Figure 13 (p. 32). A municipal water system may be implemented by the City of Mequon in the next five to ten years. If such a system is implemented, and it is deemed feasible by the Village and by Mequon, the system may include some properties located in Thiensville. Nonetheless, the Village of Thiensville will need to look at water supply and quality issues.

B. Sanitary Sewers

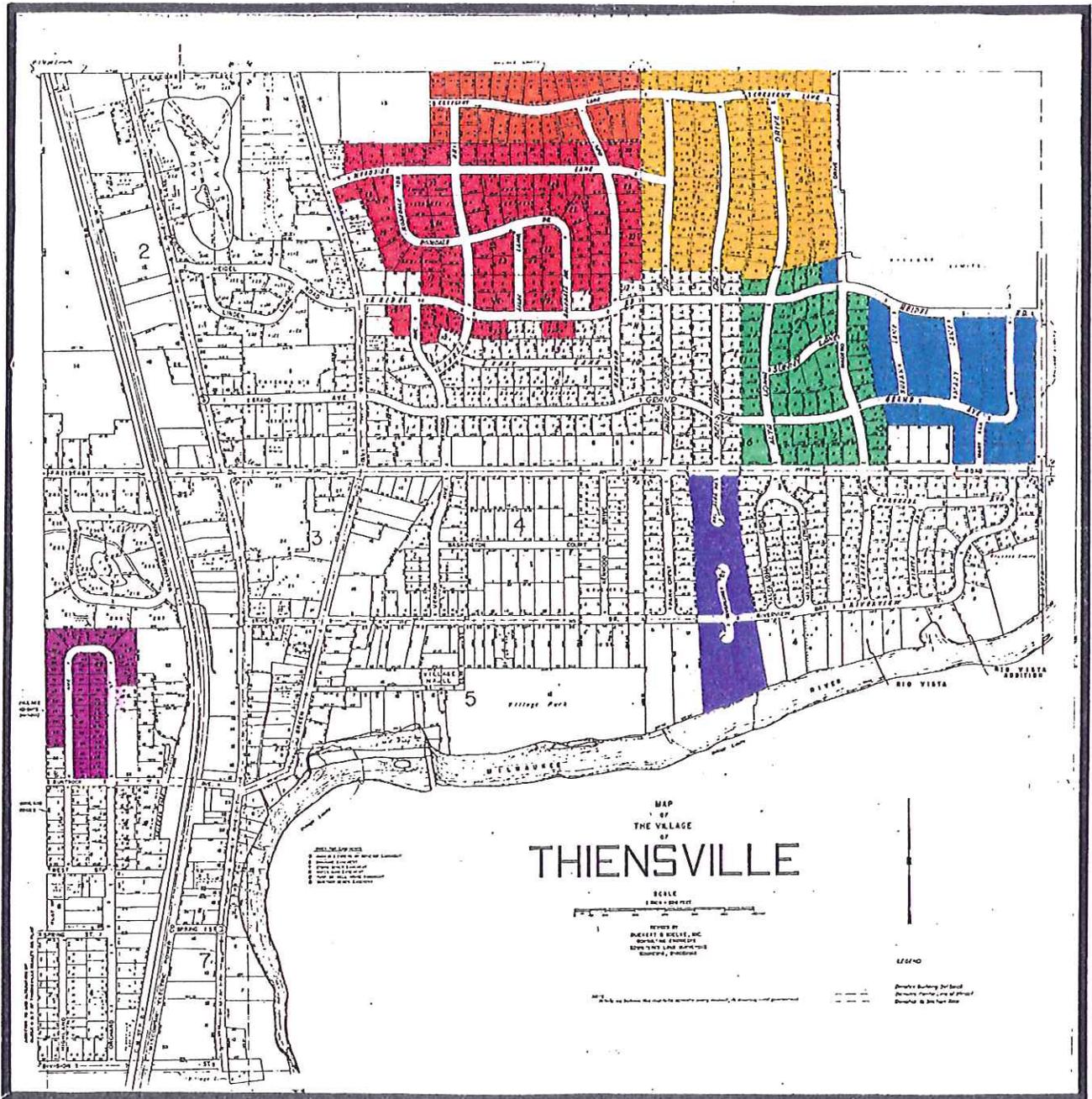
At the present time sanitary sewer service for Thiensville is structured in the following way: the Village collects the sewage, and it is then treated by the Milwaukee Metropolitan Sewerage District ("MMSD"). This system has been in place since June of 1988. Prior to that time the Village had its own sewage treatment plant. That plant has been abandoned, and Commission and the Village Board are presently studying different opportunities for use or sale of the abandoned facility.

To accommodate the hook up with MMSD, a new interceptor and control building were installed, as well as additional sewer piping through the Village. Sewer charges are separately billed and administered to users within the Village. Like many other communities, the Village has challenged MMSD on its rate structure and practices. The Village has paid what MMSD has billed, so that if successful in its challenge, the Village may recoup some amounts it paid which are determined overpayments.

Although no immediate or long-range plans have been developed to change the present sanitary sewer arrangement, the Village feels the need to resolve its relationship with MMSD, and will maintain a receptivity toward alternative systems. Two possible alternatives to which the Village will remain receptive are a sewage system maintained by Thiensville, and a system serving Thiensville and other surrounding communities, which would be administered by the communities served.

C. Services

At the heart of Thiensville's ability to remain an independent municipality is the Village's ability to continue providing police, fire, public works, and other services to the community. These services may be provided to Thiensville through Village employees, private contractors and sub-contractors, or by hiring neighboring municipalities. However, Village officials will maintain their commitment to keeping these services under the ultimate jurisdiction of the Village of Thiensville. Decisions will be made about the specifications of who will provide these services based on which method will serve the Village most efficiently and economically.



Village of Thiensville

Figure 13: Community Water Wells in Thiensville

Legend:

Village Heights
 Laurel Acres
 Alberta Subdivision

Century Estates #3
 Century Estates #1
 Century Estates #2
 Pine Ridge Estates

D. Parks and Green Spaces

The location of the Village Park is shown on Figure 14 (p. 34). The park is a focal point of Village life and one of the Village's greatest resources. Short- and long-term plans call for a continuing study of the ways in which the park configuration and use can best maximize current and future demands and needs of Village residents and guests. Immediate plans call for use of the park for major events including Fourth of July festivities, Lion Fest, softball tournaments, and Thiensville-Mequon Rotary Club functions.

Commission anticipates that the park will be expanded in the future by land acquisition and gifts. Future parks will be considered by Commission as land becomes available, particularly near the detention pond, and along the Milwaukee River in the S. Main St. East - Riverfront redevelopment target district.

E. Schools

Public educational facilities for grade school, middle school, and high school students living in Thiensville are provided by the Mequon-Thiensville School District. They include: one public high school, two public middle schools, and four public elementary schools in Mequon. Additionally, four private elementary and secondary schools are located in Thiensville and Mequon to serve the area.

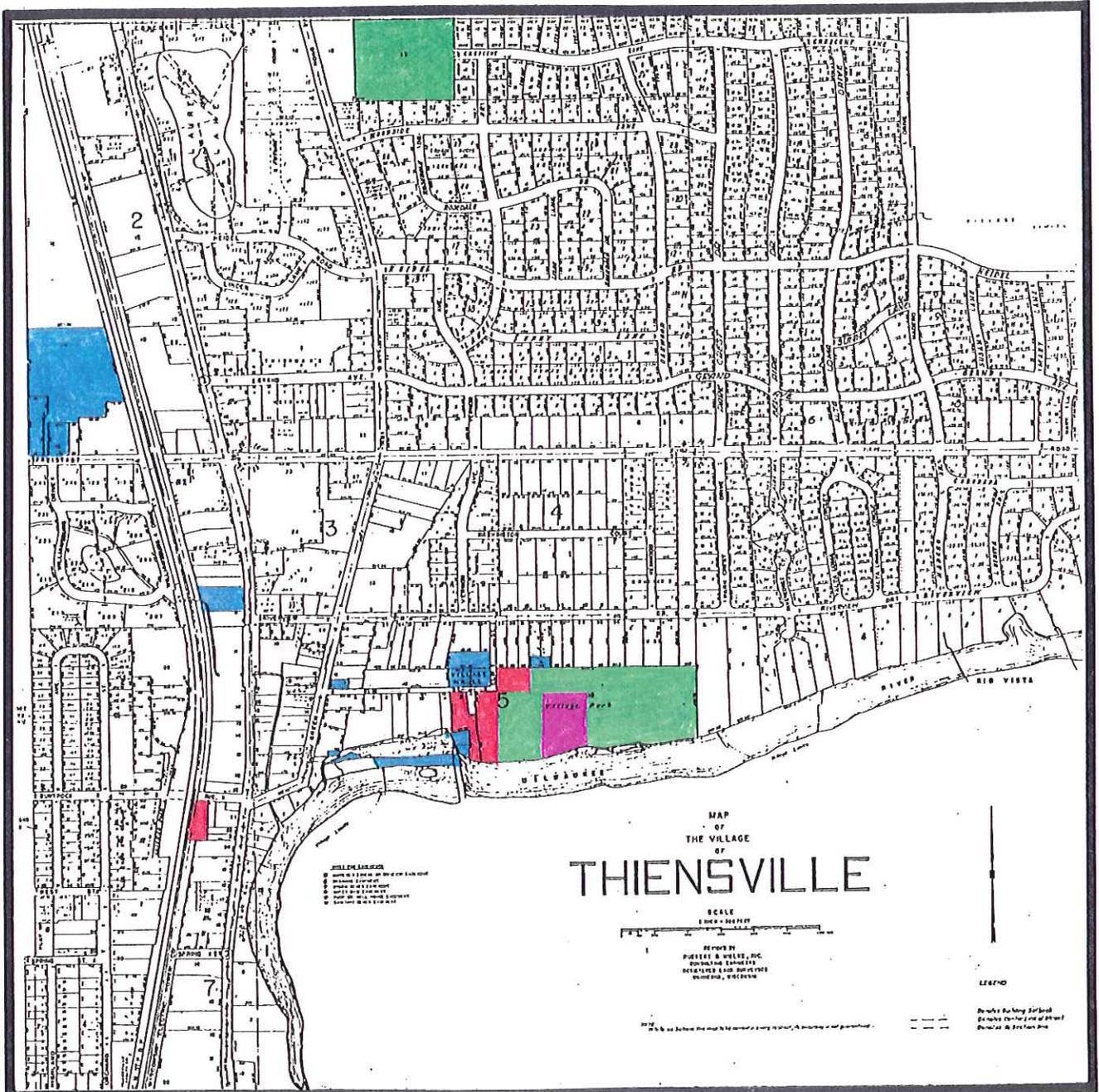
Most recent data from the Mequon-Thiensville School District indicate that there are children living in approximately 28 percent of the residences in the two communities. These children represent a larger number than the number of children living in the school district in the 1988-89 school year. A study also found that numbers of younger students -- in the 1-4, 5-10, and 11-13 age groups -- are increasing at a faster rate than that of older high school age children, ages 14-17.

The study concluded by stating that, based on a survey taken for the Mequon-Thiensville School District in the Spring of 1990, elementary enrollments should continue to increase faster than middle school or high school enrollments, which are expected to remain constant. These projections are for the 1990-91 school year only, but do give some indication that the area is again moving toward a population comprised of young families with children, rather than a predominantly older population.

The Village anticipates continued cooperation with the Mequon-Thiensville School District in planning for future enrollment needs, and maintaining the high quality of education currently available to the school age residents of the two communities.

F. Public Places and Structures

The locations of all public places and structures within the Village are shown on Figure 14 (p. 34). One such structure, the Village Hall, has recently been extended through a major gift from the Thiensville Fire Department corporation. No other immediate or future expansion is planned for Village Hall, although some renovation and remodeling may be necessary to update heating, air conditioning, and utility service.



Village of Thiensville

Figure 14: Parks, Public Places & Structures, Playgrounds, and Public Parking

Legend:

Parks

Playgrounds

Public Places & Structures

Public Parking

Commission anticipates that future demands may require the Village to acquire additional land for specific purposes. Future public buildings and structures may be considered as land is acquired by the Village for activities such as ice skating at the detention pond. Additionally, Commission believes that some land presently owned by the Village may be sold for development or redevelopment in the future, as demand arises. Two parcels which the Village is presently open to selling are the large piece of land north of the Post Office, and the smaller parcel on Main Street in front of the new pump station.

G. Playgrounds

The general location of the Village playground (located within the Village Park) is shown on Figure 14 (p. 34). Future playgrounds are anticipated along the detention pond adjoining Green Bay Road and where appropriate land becomes available to the Village for acquisition, or by way of gift.

H. Public Parking Areas

The general location of public parking in the Village is shown on Figure 14 (p. 34). Public parking is primarily located along streets and highways of the Village, and in an area adjacent to the Village Park . Details on where parking is prohibited or restricted, and vehicle weight limitations are described in Chapter 7 of the Village ordinances. Private parking is generally found in the major shopping center district and, to a lesser extent, adjoining, in front of or behind various business establishments and housing complexes in the Village.

Recognizing the importance of parking to businesses and residents alike, additional parking was recently made available through use of the Village's easement on the Wisconsin Electric Power Company Land. This area is west of Main Street and immediately south of Buntrock Road (see Figure 14 (p. 34)). This parking area represents a partnership between the Village and the Thiensville Lumber Company.

The Village desires to pursue additional public-private partnerships in the future for such purposes as providing additional parking spaces and relieving the need for parking along Main Street. Through such partnerships the Village can insure that adequate parking is available, while easing the burden of parking in areas where restrictions such as no parking or two hour parking limits are enforced.

I. Community Centers and Neighborhood Units

There are no community centers or neighborhood units currently in the Village, but the Logemann Community Center in Mequon provides activities for Village residents of all ages. However, Commission anticipates that there may be demand for one or more neighborhood units in Thiensville in the future.

J. Goals, Policies, and Recommended Actions: Community Resources and Public Facilities

Thiensville's **Community Resources and Public Facilities Goal** is to be an independent community which has an adequate water supply for all residences, businesses and other facilities; and one which is served by police, fire and public works departments provided by the Village.

Policies

1. Maintain an adequate water supply for all residences, businesses, and other facilities in the Village through community and private wells, while keeping in touch with the way in which the City of Mequon is implementing its municipal water system.
2. Preserve Thiensville's positive features -- community health, safety, enjoyment -- while encouraging development and redevelopment that will insure the Village's continued independence and quality of life.
3. Enhance Thiensville's small town atmosphere through personalized and individualized services.
4. Retain an independent Village government which provides services (fire, police, public works) that are economical and labor practical.
5. The Village should play an active role in the business community by encouraging the development of programs which will strengthen the Village's business district and thus insure continued independence and high quality of life.
6. Encourage a progressive, forward-looking attitude in the Village, along with a willingness to cooperate with Ozaukee County and the region in planning for the future.

Recommended Actions

1. Obtain a consensus of what residents of the Village would like when making plans for future means of supplying water to Thiensville.
2. Provide police, fire, and public works services to the Village through Village employees, private contractors and sub-contractors, and by hiring other municipalities to provide the services. However, continue to keep all services under the jurisdiction of the Village of Thiensville, to help insure the maintenance of an independent Village.
3. Revise the sign ordinance and other ordinances which are too restrictive, outdated, or obsolete, and thus allow for greater consistency.
4. The Village should continue to seek partnerships in order to provide additional parking in the Village.
5. Reinstate the "Welcome Wagon" program in Thiensville to welcome new residents and businesses to the community, while continuing to enhance the Village's small town atmosphere.

IX. NATURAL ENVIRONMENT AND COMMUNITY RESTORATION

A. Waterways, Dams and Floodplains

The Village of Thiensville has access to two waterways – the Milwaukee River and the Pigeon Creek (and its tributaries). The Milwaukee River was the aesthetic and functional impetus behind the Village's development, and remains a valued amenity today. There is currently a dam in the river near the southwest corner of the Village Park . Should this and other dams in the river be removed, as is currently being discussed by the Wisconsin Department of Natural Resources, the park would be impacted by the change in river flow and the movement of river sediment. The Village plans to stay abreast of discussions about the dam, and will make recommendations of ways to protect the Village Park from damage should the dam be removed.

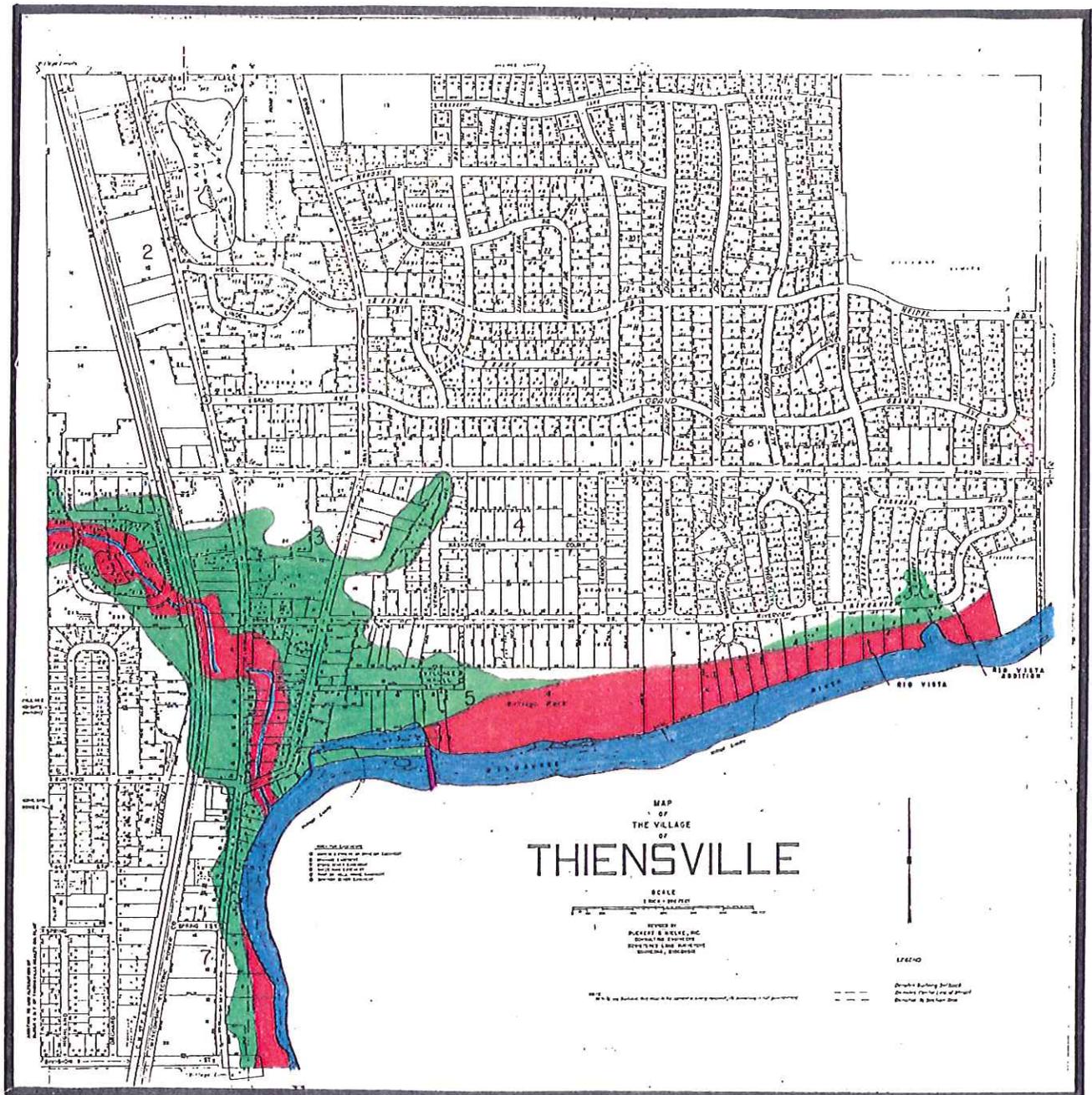
The second waterway in the Village, Pigeon Creek, is much smaller than the Milwaukee River into which it flows, but is nevertheless classified as a navigable waterway. Many properties lie within its floodplain, and some obstructions to the creek's flow exist in Thiensville.

In addition to enjoying these waterways as amenities, the Village desires to promote land uses near the river and creek which will not hinder their flows and which will be less sensitive to damage during floods than are some of the existing land uses which are currently in the floodway and/or floodplain. This goal stems from the fact that the creek and river have flooded in the recent past, covering many downtown streets, parking areas, and structures with water.

The general locations of Village waterways, dams and floodplains are shown on Figure 15 (p. 38). No immediate or long-term additional waterways or dams are anticipated to be constructed, no rechanneling of waterways is planned or anticipated, no dams are slated for future dismantling, and no changes are anticipated to the floodplain designated areas.

B. Historic Preservation

The Village believes that preservation of certain varieties of architecture, construction and building uniqueness is critical to the identity of Thiensville. Consequently, the Village Board established a Historic Preservation Task Force in June of 1990 to designate and preserve historic buildings and districts. The Task Force undertook its charge of investigating alternatives for the designation and preservation of historic buildings, sites, and districts within the Village of Thiensville. As a result, the Task Force drafted a Historic Landmarks Ordinance which was presented with other Task Force recommendations to the Village Board in January of 1991. The Board unanimously adopted the ordinance at the same meeting. The Village Board has subsequently created a Historic Preservation Commission which will begin meeting on a regular basis to administer the Historic Landmarks Ordinance, and to promote historic preservation in Thiensville.



Village of Thiensville

Figure 15: Waterways, Dams, Floodways, and Floodplains in Thiensville

Legend:



In addition to preserving buildings and sites of particular historical significance, Commission believes that it is important to develop a theme for the Village. In 1984 a historical assessment was made of Thiensville. In it the Victorian "Stick" style was discussed frequently, as many of the structures in the Village were built in this style. The Stick style is defined as a transitional one, falling chronologically between the Gothic Revival and Queen Anne periods, in the late nineteenth century. A common architectural feature of the Stick style was the use of wood for patterning and architectural detailing.

Commission believes that as the Stick style is the most common architectural style in the Village, it would be an appropriate style to use as an aesthetic theme for Thiensville.

C. Property Maintenance

The Village established a sub-committee in the summer of 1989 to draft a new Property Maintenance Code for Thiensville. The objective of the committee and the subsequent code is twofold: attract and retain a concerned citizenry in the Village, and promote and enhance a strong business community.

The draft Property Maintenance Code has been completed, and is in the process of being reviewed for adoption by the Village Board. Among other objectives, this code seeks to maintain a well kept Village which is safe and attractive, and which continues to be a positive environment in which to live and work.

D. Recycling Center

The Village's recycling program was implemented in early 1990, and has proven very successful thus far. The center collects aluminum and tin cans, glass, newspaper, waste oil, leaves and grass, plastics numbered 1 or 2, large appliances, and other steel scrap. It is open 24 hours a day, and is staffed by a local Boy Scout troop on Saturdays.

During the first six months of the program Village residents recycled over 270,000 pounds of material. This translated into a savings of over \$4,000 in landfill costs. The Village anticipates that the center will be able to accept other plastics and other types of paper in the future, as markets develop for these materials. The center is located at the Department of Public Works building -- 120 W. Freistadt Road -- behind the Post Office.

E. Goals, Policies, and Recommended Actions: Natural Environment and Community Restoration

Thiensville's **Natural Environment and Community Restoration Goal** is to be a community in which the public health, safety, beauty, small town atmosphere, historic heritage, natural amenities, and overall community identity are preserved and actively maintained.

Policies

1. Make the Milwaukee River a focal point of the Village.
2. Promote the small town theme of Thiensville in such a way that it encompasses all aspects of Village life, not simply the physical components of the Village.
3. Establish a positive community identity focused on the Milwaukee River and its associated park and recreation areas, wildlife, history, and potential natural beauty.
4. Continue pursuing historic preservation in the Village.
5. Protect Thiensville's historic heritage through appropriate preservation measures.
6. Develop the Victorian Stick style of the Village.
7. Focus on a small town atmosphere in Thiensville as the predominant theme, while promoting the historic buildings or district(s) as a supplement to this, rather than as the focal point of the community.
8. Maintain the health, safety, and beauty of the Village through active property maintenance.
9. Encourage the development of programs to visually improve downtown Thiensville.
10. Provide an aesthetically pleasing business district as well as residential areas.

Recommended Actions

1. Provide an aesthetically pleasing community through the adoption and enforcement of the property maintenance code.
2. Continue operation of the Village Recycling Center, and pursue markets for other recyclable materials so that they may be accepted at the center in the future.
3. Allow projecting signs with certain designs and motifs to be used in the Village to encourage the small town atmosphere, and to help identify businesses in densely developed areas.
4. Monitor the themes of other cities and villages in the area, and incorporate them into Thiensville's theme where consistent and desirable, in order to develop a stronger area-wide theme.

X. APPENDIX

A. **Glossary**

The following is a list of terms, and their respective definitions, found in this Master Plan which may not be familiar to all readers:

1. B-1 Zoning District - According to the 1986 Zoning Ordinance, the B-1 Central Business District is intended to provide for orderly appropriate regulations to ensure the compatibility of the diverse uses typical of the "downtown" area without inhibiting the potential for maximum development of commercial, cultural, entertainment, and other urban activities which contribute to its role as the "heart" of the Village.
2. B-2 Zoning District - According to the 1986 Zoning Ordinance, the B-2 Shopping Center Business District is intended to provide for individual and small groups of retail and customer service establishments. This type of district is generally located away from the traditional central business district and provides such amenities as increased open space and off-street parking and loading facilities, making such facilities more compatible with the character of adjacent residential neighborhoods.
3. B-3 Zoning District - According to the 1986 Zoning Ordinance, the B-3 Office and Professional Business District is intended to provide for individual or limited office, professional, and special service uses where the office activity would be compatible with other neighborhood uses and not exhibit the intense activity of other business districts.
4. B-4 Zoning District - According to the 1986 Zoning Ordinance, the B-4 Highway Business District is intended to provide for the orderly and attractive grouping at appropriate locations along principal highway routes of those businesses and customer services which are logically related to and dependent upon highway traffic or which are specifically designed to serve the needs of such traffic.
5. Comprehensive Zoning Plan - An adopted, long-range plan dividing a municipality into specific zoning districts. Each district is labeled with a letter and number (i.e., B-1), and has specific restrictions as to what land uses are allowed in the district, what uses may be allowed conditionally, and what uses are prohibited. The stated purpose of Thiensville's Zoning Ordinance is to promote the comfort, health, safety, morals, prosperity, aesthetics, and general welfare of the Village of Thiensville, Wisconsin.
6. Detention Pond - An area of land which has been recessed (naturally or artificially) for the purpose of collecting water when waterways reach a certain level. Detention Ponds are not continuously filled with water. They exist to prevent flooding and property damage which might be caused by excessive rains or other events causing unusually high water levels.

7. FFO Zoning District - According to the 1986 Zoning Ordinance, the FFO Floodplain Fringe Overlay District is intended to provide for and encourage the most appropriate use of land and water in areas subject to periodic flooding and to minimize flood damage to people and property.
8. FW Zoning District - According to the 1986 Zoning Ordinance, the FW Floodway District is intended to be used to protect people and property from flood damage by prohibiting the erection of structures that would impede the flow of water during periodic flooding.
9. Floodplain - Those floodlands, outside the floodway, subject to inundation by the 100-year recurrence interval flood.
10. Floodway - The floodway, which includes the channel, is that portion of the floodplain not suited for human habitation. All fill, structures, and other development that would impair floodwater conveyance by adversely increasing flood stages or velocities or would itself be subject to flood damage should be prohibited in the floodway.
11. Helipads - A site designated to be used to land helicopters. The Helipad may or may not be improved (i.e., paved).
12. I-1 Zoning District - According to the 1986 Zoning Ordinance, the I-1 Institutional District is intended to eliminate the ambiguity of maintaining, in unrelated use districts, areas which are under public or public-related ownership and where the use for public purpose is anticipated to be permanent.
13. M-1 Zoning District - According to the 1986 Zoning Ordinance, the M-1 Limited Manufacturing District is intended to provide for manufacturing, industrial, and related uses of a limited nature and size in situations where such uses are not located in basic industrial groupings and where the relative proximity to other uses requires more restrictive regulation.
14. Master Plan - A Master Plan, also known as a Comprehensive Plan or Long-Range Plan, is a document stating the goals for the future conditions of a municipality or other governed region such as a county. Master Plans generally look 15-25 years into the future of a municipality, identifying long-range goals, policies needed to reach these goals, and specific recommended actions required to implement the policies and achieve the goals. The Master Plan is a creature of the Plan Commission, and is therefore adopted by the Plan Commission, rather than the elected officials (in Thiensville's case, the Village Board of Trustees).
15. P-1 Zoning District - According to the 1986 Zoning Ordinance, the P-1 Park District is used to provide for areas where the open space and recreational needs, both public and private, of the citizens can be met without undue disturbance of natural resources and adjacent uses.

16. PDO Zoning District - According to the 1986 Zoning Ordinance, the PDO Planned Development Overlay District is intended to permit development that will, over a period of time, be enhanced by coordinated area site planning, diversified location of structures, diversified building types and/or mixing of compatible uses.

17. Park-and-Ride - A system connecting private transit and public/mass transit. Usually a Park-and-Ride site is a parking lot where people can drive from home, park their cars, and then access buses or other mass transit lines to get to work, school, other other locations within the region.

18. Plan Commission - According to the 1986 Zoning Ordinance, the Plan Commission has the duties of making reports and recommendations relating to the plan and development of the Village to public officials, agencies, public utility companies, civic, educational, professional, other organizations, and citizens. The Commission, its members and employees, in the performance of its functions, is permitted to enter upon any land and make examinations and surveys. In general, the Plan Commission shall have such powers as may be necessary to enable it to perform its function and promote municipal planning.

19. R-1 Zoning District - According to the 1986 Zoning Ordinance, the R-1 Single-Family Residence District is intended to provide for single-family residential development, at densities not to exceed 2.9 dwelling units per net acre, served by municipal sanitary sewer facilities.

20. R-2 Zoning District - According to the 1986 Zoning Ordinance, the R-2 Single-Family Residence District is intended to provide for single-family residential development, at densities not to exceed 4.8 dwelling units per net acre, served by municipal sanitary sewer facilities.

21. R-3 Zoning District - According to the 1986 Zoning Ordinance, the R-3 Two-Family Residence District is intended to provide for two-family residential development, at densities not to exceed 5.8 dwelling units per net acre, served by municipal sanitary sewer facilities.

22. R-4 Zoning District - According to the 1986 Zoning Ordinance, the R-4 Multiple-Family Residence District is intended to provide for multiple-family residential development in structures housing 8 dwelling units or less, at densities not to exceed 11.5 dwelling units per net acre, served by municipal sanitary sewer facilities.

23. R-5 Zoning District - According to the 1986 Zoning Ordinance, the R-5 Multiple-Family Residence District is intended to provide for general multiple-family residential development, at densities not to exceed 11.5 dwelling units per net acre, served by municipal sanitary sewer facilities.

24. Rezone - A procedure used to legally change the designated zoning of a particular parcel of land. (i.e., a parcel is zoned B-1, but the property owner would like to develop it in a way that is not permitted in B-1 districts. The property owner may apply to rezone the parcel to a zoning designation which would permit the desired type of development.)

25. Right-of-Way - The segment of land owned by or under the jurisdiction of a municipality, utility company, or other (often governing) body. Street Right-of-Ways include the paved portion of the street, as well as several feet of land on either side of the pavement, used for location utilities. The Wisconsin Electric Power Company's Right-of-Way in Thiensville runs under the power lines, and is now used as a walkway/jogging/cross country skiing path.

26. Sign Ordinance - A legal document which may regulate the types, sizes, locations, etc. of signs used in a municipality. Thiensville's Sign Ordinance is intended to provide for and regulate the location and safe construction of signs in a manner to ensure that signs are compatible with surrounding land uses, are well maintained, and express the identity of individual proprietors and the Village as a whole.

27. Welcome Wagon Program - A program developed to welcome new residents and businesses into a community. Usually, a Welcome Wagon representative will visit the home or business, providing information about the community, and local events, services, and ways of becoming involved in the community.

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